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Heels for Good
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MICHAEL JORDAN AND OTHER UNC ATHLETES HOST A CONFERENCE TO ANNOUNCE THE GRANT OF \$500 MILLION FOR COVID-19

Chapel Hill, NC - November 24, 2020: Michael Jordan, Rick Fox, Mia Hamm and Crystal Dunn will be hosting a conference in Kenan Memorial Stadium to announce a joint effort to grant \$500 million to help Covid efforts across the country as a part of a new Heels for Good venture.

“We want to help and we can help. Our fellow Tar Heels have inspired us. Here at UNC, Tar Heels are putting in the work researching Remedesivir to help COVID-19 patients and we want to do our part too,” said Michael Jordan.

The four athletes will collaboratively announce the \$500 million grant in Kenan Stadium. After the announcement, each athlete will reveal a new scholarship created in their honor at the University of North Carolina at Chapel Hill. The scholarships will be offered to students that embody the drive and character of the athletes they’re named after.

In an effort to not only help North Carolina, but the country, the decision to assist on Covid relief is one Heels for Good is doing in order to encourage other Tar Heels to do their part during this time.

The press event will be socially distanced on the field in order to abide by North Carolina COVID-19 guidelines. Understanding that new limitations might prevent access for the press, plenty of time is allotted at the end of the conference for socially distanced photos and interviews. In order to allow current students to witness the impactful event, students can enter a lottery system to attend.

Heels for Good is a not-for-profit focused on the impact sports have on youth development. The organization was developed to create opportunities through sports for children by the University of North Carolina’s very own Fantastic Four: Michael Jordan, Rick Fox, Mia Hamm and Crystal Dunn. The world class athletes strive to focus their efforts in North Carolina and collaborate with UNC frequently. Heels for Good gives children the opportunity to play sports, create impactful friendships, and experience other opportunities through the organization. Jordan took several children in the organizations offered by Heels for Good to watch the Women’s World Cup in 2019 to cheer on Crystal Dunn. For more information about Heels for Good, visit heelsforgood.com.

