***\*\*To download Hawks at Home video announcement, click*** [***here***](https://www.dropbox.com/s/ql4a9pnulre5xxn/1920_Hawks_Hawks%20at%20Home_30.mp4?dl=0)***.\*\****



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**ATLANTA HAWKS LAUNCH ‘HAWKS AT HOME’ VIRTUAL SUMMER EXPERIENCE FOR YOUNG BASKETBALL PLAYERS AND FANS**

*Program Offers A Variety of Resources To Ensure That Youth Remain Active While Social Distancing*

**ATLANTA –** Today the Atlanta Hawks launched Hawks at Home, an innovative online program created to educate and help youth stay active during this time of social distancing. Due to the COVID-19 pandemic, the Hawks have transitioned to a virtual summer camp format that will allow kids across the state of Georgia and beyond to learn basketball skills from Atlanta Hawks coaches, players, and Hawks Basketball Academy instructors, all from the comfort of their own homes.

“We are thrilled to launch our new Hawks at Home program for youth in an innovative way that can reach thousands of young basketball fans,” said Atlanta Hawks Vice President of Basketball Development, Jon Babul. “This platform allows us to impact more kids than we could have during a usual summer and provide them with valuable content that focuses on education, improving skillset and overall health and wellness.”

The Hawks at Home platform will provide more than just basketball skills. In addition, youth will find dance instruction videos from the ATL Hawks Dancers and coloring sheets and activities from the Squawk Squad (the team’s official Kid’s Club) and the College Park Skyhawks (the team’s official G League affiliate). Fitness workouts and content from partners around the league including the Jr. NBA, YMCA and more will also be included.

As an organization, and as a part of the Atlanta community, the Hawks are committed to combatting systemic racism at all levels, therefore the Hawks at Home platform will also feature content that focuses on race relations. Through basketball, and by teaching children empathy, respect and how to work together as a team, we hope that we can help to dissolve these issues within the next generation. Recognizing that these conversations are not easy, the Hawks at Home platform will provide resources to help guide both parents and children through those sometimes difficult conversations.

The online platform will offer STEM (science, technology, engineering and mathematics) activities for youth as well. The Hawks partnered with the Children’s Museum of Atlanta to provide content around the science of basketball. Museum science educator, Professor Labcoat, will answer questions like: Why do basketballs bounce? and How does a basketball spin on your finger?

“At the Children’s Museum of Atlanta, we are firm believers that youth learn best through the power of play,” said the Museum’s Executive Director Jane Turner. “This summer, we’re honored to team up with the Atlanta Hawks to help families in our community stay safe, stay active and stay engaged.”

To ensure that they have access to the proper equipment, youth who were previously registered for the now cancelled Jr. Hawks Summer Camp will receive basketball kits, delivered by UPS, to assist with the different drills and activities provided via the Hawks at Home platform. The kits include a Jr. Hawks uniform (jersey and shorts), a Hawks basketball and basketball pump, a skills and drills worksheet and a certificate of participation.

The Hawks at Home Newsletter gives kids exclusive access to content including live Zoom session conversations and training with Hawks players, coaches, alumni and more. Parents and guardians can sign their kids up for the newsletter by visiting [hawks.com/hawksathome](https://basketballacademy.hawks.com/athomenewsletter/?utm_source=c_pr&utm_medium=l_-_-&utm_campaign=1920hawksathomelaunch&utm_term=hawksathomepage&utm_content=0602).

For more information about the Atlanta Hawks Basketball Academy, visit [basketballacademy.hawks.com](https://basketballacademy.hawks.com/).

**# TrueToAtlanta #**

**ABOUT THE ATLANTA HAWKS**

With a bold identity and strong new ownership, the Atlanta Hawks Basketball Club and State Farm Arena remain committed to making Atlantans proud on the court and off. The 2014-15 Southeast Division Champions, the Hawks made the postseason in 10 consecutive seasons and reached the Eastern Conference Finals for the first time in franchise history in 2015. Off the court, the organization has built a culture of inclusion, diversity and innovation, all with a touch of Southern Hospitality. It continues into the community where the organization builds bridges through basketball, whether by constructing and refurbishing courts in Atlanta neighborhoods, providing scholarships to our basketball camps, or surprising and delighting our fans with unique Atlanta Hawks experiences. Atlanta Hawks Membership, which includes your seat for every home game for the 2020-21 regular season, is on sale now at [www.hawks.com/membership](http://www.hawks.com/membership) or by calling 866-715-1500! For more information on the Hawks, log on to [www.hawks.com](http://www.hawks.com/) today or follow us on twitter and Instagram [@ATLHawks](http://www.twitter.com/atlhawks).