

CELEBRATING 15 YEARS OF HOPE WEEK



Introduced in 2009 and embarking on its 15th edition in 2024 (including a pause in 2020 due to the COVID pandemic), the Yankees' HOPE Week initiative (Helping Others Persevere & Excel) is an ambitious, week-long, multi-faceted community outreach program undertaken by all players and employees within the organization. The initiative is rooted in the belief that acts of goodwill provide hope and encouragement to more than just the recipient of the gesture.

Each day during HOPE Week, the Yankees honor an individual, family or organization worthy of recognition and support. Whenever possible, the Yankees seek to personally connect with individuals in the settings of their greatest successes at locations that honor the spirit of their noble endeavors. All outreach in the community ultimately culminates with recognition at Yankee Stadium during a Yankees game.

HOPE Week is about people helping people. The one thing everybody has — no matter their background or financial situation — is time. By involving every one of our players and coaches, along with Manager Aaron Boone, General Manager Brian Cashman, our minor league affiliates and our front office staff, we are sending the message that everyone can give of themselves to make their community a better place.

Equally significant during HOPE Week is garnering publicity for the highlighted causes and organizations. The greatest challenge facing many not-for-profits is generating interest, awareness and funding for their missions.

THIS YEAR'S THEME: THE GOOD OF SOCIAL MEDIA

For the first time in HOPE Week's 15-year history, each of the five honorees have been chosen with a common theme in mind. With social media an ever-present part of modern life and with so much of the daily conversation devoted to its negative aspects, *the Yankees will focus on how this powerful medium can be used for good.* This year's initiative has been dedicated to spotlighting individuals who have embraced social media as a tool to uplift, inspire and celebrate what we can achieve when unifying around kindness and each other.

EMBARGO NOTE

ALL HOPE WEEK EVENTS CONTAIN SURPRISE ELEMENTS FOR THE HONOREES. PRIOR TO THE EVENT TAKING PLACE, MEDIA IS ASKED TO PLEASE REFRAIN FROM POSTING OR DISSEMINATING THE NAMES OF HONOREES OR DETAILS OF THE SCHEDULED EVENTS.

DAY ONE | MONDAY, JUNE 17:

The Yankees will honor **Rehan Staton**, a former trash collector who graduated from Harvard Law School and is now a New York City attorney. A video of Rehan's reaction to his acceptance to Harvard went viral years ago, and his inspiring story has since continued to be shared by millions on social media. Since graduating, Rehan has started **The Reciprocity Effect**, a nonprofit that honors support staff affiliated with educational institutions and corporations and aids those affected by personal hardships and catastrophes.

DAY TWO | TUESDAY, JUNE 18:

The team will honor former Yankees minor league athletic trainers **Mike Sole** and **Jon Becker**. Last year, after learning that Mike needed a liver transplant, Jon started a GoFundMe page called "Mike Sole Needs A New Liver" which raised over \$25,000 to cover Mike's medical expenses and temporary housing in New York. Not only did the GoFundMe spur Mike's long-lost friends to reach out with encouragement, but it also spread word that they desperately needed to find a living donor. With the site up and running, it dawned on Jon that he should find out if he was a candidate. Months later — after many doctor visits for both of them and lots of arduous preparation — Jon and Mike underwent the lifesaving joint procedure on October 31, 2023.

DAY THREE | WEDNESDAY, JUNE 19:

The Yankees will spotlight **Experience Camps**, a national, no-cost program for grieving children who have experienced the death of a parent, sibling or primary caregiver. In addition to the Yankees learning about the nonprofit through a social media post, Experience Camps connects with more than 70 percent of its campers through TikTok. Their social media platforms have been able to provide an online resource and community to grieving children and provide resources to kids across the globe.

DAY FOUR | THURSDAY, JUNE 20:

The Yankees will honor social media influencer **Zachery Dereniowski**, the creator of the "MDMotivator" platforms. Dereniowski lives by the mantra "kindness is cool," and has harnessed the power of social media to make a positive impact on countless people's lives. The Yankees will team up with Zachery to bring kindness to an individual in the Bronx and create their own positive viral moment.

DAY FIVE | FRIDAY, JUNE 21:

To celebrate social media's unique ability to connect communities and cultures from around the world through music and dance, Yankees players will team up with Instagram and TikTok sensation @kidthewiz and an array of fellow New Yorkers to create and post their own new dance video. In bringing together a diverse cross section of people to share in the joy of this project, the Yankees hope to remind people that our similarities are greater than our differences.

HOPE WEEK BY THE NUMBERS

15

This year will mark the 15th year of the Yankees' HOPE Week initiative (Helping Others Persevere & Excel).

73 / 75

By the end of the 2024 HOPE Week celebration, the Yankees will have had 73 unique honorees and 75 event days (including 5-year and 10-year reunions).

42-21

The Yankees have a 42-21 (.667) record during the event, including victories in 29 of their last 42 HOPE Week games.

13 / 7

The Yankees have had honorees from 13 different states and seven different countries.

11

This year marks the 11th year that the organization's minor league teams will hold their own HOPE Weeks, allowing the initiative to touch hundreds of individuals and organizations in the communities of our affiliates in the U.S. and D.R.

≈\$1 million

The Yankees have donated nearly \$1 million to HOPE Week honorees and their related charities.