



## **Fight For Children Honors to Celebrate the Power of Sports for Social Impact**

**– Fight For Children partners with Al Roker to introduce the Successor to Fight Night, and DC’s newest celebration for a cause –**

WASHINGTON, November 18, 2021 – After a 30-year run hosting Fight Night, one of the most successful charity galas in the D.C. area, Fight For Children announces its successor – **FIGHT FOR CHILDREN HONORS**.

Best described as “Fight Night meets The Kennedy Center Honors,” the event celebrates those who have leveraged the power of sports for positive social impact in an evening of superstar entertainment, camaraderie and fun. Prominent business leaders, athletes and celebrities will cross paths during the star-studded gala which will be held on May 19, 2022 at the Anthem in D.C. Honorees will be recognized for their impact and inspiring actions.

In addition to this new hallmark event, Fight For Children has partnered with Al Roker and his production team at [Al Roker Entertainment](#) to produce compelling stories chronicling the ways the organization is working to support and strengthen communities through the power of sport.

“Today’s heroes are those that serve their community and give everyone an opportunity at success,” says Roker. “By telling the stories of the kids who benefit from Fight For Children’s mission, I hope to elevate the conversation about the importance of staying active, helping everyone regardless of their income or circumstance, and inspiring others to be part of the solution.”

After 30 years and more than \$70 million raised, Fight For Children retired Fight Night, in November 2019. [Fight For Children Honors](#) will become the new hallmark event for the organization.

One hundred percent of the proceeds will benefit the 26 local youth sports organizations in the [Fight For Children Youth Development Institute](#). The “Institute” is the DC area’s

first and only sports based youth development collaborative and provides capacity building resources, training, technical assistance and operating support to improve youth outcomes in areas of physical health, education and social emotional learning.

While honorees will be announced at a later date, Fight For Children Honors will be the cornerstone in a series of activities during the week designed to elevate the importance of sports-based youth development to help children, particularly those from underserved communities, develop critical life skills.

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### **About Fight For Children**

Fight For Children (FFC) was founded in 1990 by the late Joseph E. Robert Jr. to improve the lives of children in the nation's capital. FFC has impacted the lives of more than 400,000 children through improvements in healthcare, education and policy. FFC's mission is to help individuals, organizations, and communities leverage the power of sports to improve the lives of underserved youth. FFC achieves this through the [Fight For Children Youth Development Institute](#), the region's first/only sports-based youth development collaborative, and the [Fight For Children Sports Medicine Center at Children's National](#), the region's first/only pediatric sports medicine facility. For information visit [www.fightforchildren.org](http://www.fightforchildren.org).

### **About Al Roker Entertainment**

Al Roker Entertainment (ARE) is an industry-leading producer of original, award-winning TV programs and digital content. Led by 15-time Emmy Award winning TV personality and trusted media authority Al Roker, ARE partners with a creative consortium of producers, directors, writers, agencies, and talent to ideate, produce, activate, and amplify original TV and digital content globally, using a variety of broadcast, cable, OTT, social, and streaming platforms. As a production services provider, ARE works with brands, non-profits, ad agencies, and PR companies to generate and inspire audiences through branded entertainment storytelling, notably in the social good/cause marketing space. Learn more [here](#) and connect on [LinkedIn](#).