

## **DC Based Sports Organization Aims to Address Disparities in Female's Knowledge of Sports**

*Young Female Entrepreneur sets out to bridge gap between men and women's sports worlds and celebrates the Anniversary of Title IX of the Education Amendments of 1972*

Even The SCORE, LLC is an innovative venture that is taking the professional sports world by storm. The newly reorganized sports entertainment company offers unique, female oriented sports training parties, games, sports trips and tailored sporting events to educate women on sports rules, knowledge and terms. The company's mission is to transcend traditional sports culture, while revolutionizing women's sports experience. Since its inception, the organization has teamed up with professional sports teams (including the Mystics and Nationals) to host ladies night events as well as training initiatives for professional league rookie wives. With assistance from Even The SCORE, women everywhere may impress their colleagues, family, friends, and significant others with their knowledge of sports. Studies have concluded that women learn better from other women, especially in the subject matters at which men have excelled for generations because the fear of asking questions is eliminated.

“Even The SCORE is proud of its stance on empowering women to be active participants, through education, in the world of sports, says Kimberly Hollingsworth, Founder and CEO. “ Title IX was the catalyst driving the equality of sports, but Even the SCORE is the vehicle transcending traditional sports culture through socializing and education. Our organization is unique because we blend the socializing aspect with the educational component.”

The organization celebrated the 27th anniversary of Title IX, now known as the Patsy T. Mink Equal Opportunity in Education Act in honor of its principal author, which is a United States law enacted on June 23, 1972 that states: 'No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.'

A life-long avid sports fan, Ms. Hollingsworth found that her friends often turned to her with their sports questions and she turned her effort in educating her friends into a successful business venture by coordinating small, sports-training parties that focused on a specific sport. She soon realized that other women could benefit from this extraordinary, training method, and that was the foundation for Even The SCORE. The organization is active in the local community through career day participation and supply drives and a portion of the company's proceeds helps fund non-profits that benefit women. She received her bachelor's degree in advertising and marketing from the University of Southern Mississippi and her master's degree in public administration and public policy from Howard University. Prior to founding Even The SCORE, Kimberly worked as a certified project manager and Contracting Officer's Technical Representative (COTR) for the federal government. For more information, visit [www.eventhescoreinc.com](http://www.eventhescoreinc.com)