

For Immediate Release

July 22, 2016

THE CUPID FOUNDATION ANNOUNCES \$1 MILLION GIFT TO BALTIMORE CITY'S COLLEGBOUND FOUNDATION

Baltimore City, Maryland – The Cupid Foundation Inc., the charitable organization founded by Under Armour founder and CEO Kevin A. Plank, today announced a \$1 million gift for the CollegeBound Foundation, to support scholarships for Baltimore City school students who are pursuing a college education.

In operation since 1988, The CollegeBound Foundation has long partnered with the Baltimore City Public School System, helping students through the often difficult, complex process of college preparation and financial aid. CollegeBound also awards scholarships to individual students when sufficient funds for college enrollment are not available through loans, scholarships, or work-study programs.

The Cupid Foundation has pledged \$1 million to the foundation to support scholarships for City students pursuing a college education. The gift was announced today at the CollegeBound Foundation's 28th annual Scholars Luncheon in Baltimore.

"We are thrilled to support the CollegeBound Foundation and all that it's doing for students in Baltimore City," said Tom Geddes, CEO of Plank Industries and executive director of the Cupid Foundation. "CollegeBound has played a vital role in helping tens of thousands of students in our public schools realize their dreams of a college education, many the first in their families to do so, and we are proud to play a role in creating even more opportunities for the future."

Scholarship management and distribution represents one of CollegeBound's three key program areas. CollegeBound's 2016-2017 scholarship portfolio includes 172 scholarships with a total portfolio value exceeding \$1.6 million. Up to 128 students benefit annually from scholarships and grants awarded through the CollegeBound Foundation.

In addition to its gift to CollegeBound, The Cupid Foundation has recently announced several gifts focused on the Baltimore City community. In February, The Cupid Foundation pledged \$5 million to the Living Classrooms Foundation to support the creation of a recreation and community center in East Baltimore, adjacent to the Pleasant View Gardens community. The facility will be located at 1100 East Fayette St., in a space formerly known as the Carmelo Anthony Center.

For more information on the CollegeBound Foundation and its programs, visit www.collegeboundfoundation.com.

About The Cupid Foundation: The Cupid Foundation Inc. is the philanthropic arm of Plank Industries, the private investment office of Kevin A. Plank, the founder, Chairman, and CEO of Under Armour, Inc. The foundation is best known as the host of Cupid's Cup, an annual entrepreneurship competition, donated \$10.2 million last year to about 20 and expects to donate close to \$20 million in 2016. For more information on Plank Industries, visit www.plankindustries.com.

About CollegeBound: For 28 years, the CollegeBound Foundation has helped Baltimore City public school students, many of whom are low-income and first-generation college students, realize their dreams of a college education. Today, CollegeBound operates in 14 Baltimore City public high schools, providing full-time college advisors and need-based funding through Last Dollar Grants, and administering an annual scholarship portfolio exceeding \$1.5 million. For more information, please visit <http://collegeboundfoundation.org>.

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