



## **Elkhorn Athletic Association and Boys Town Pediatrics Announce Partnership**

ELKHORN, NE, December 2, 2021 – Elkhorn Athletic Association is excited to announce a new multi-year sponsorship agreement with Boys Town Pediatrics.

Boys Town Pediatrics will be the exclusive pediatric partner of the complex and will receive exclusive naming rights to the barrier-free and adaptive field at the complex. There will also be educational opportunities provided by the specialists at Boys Town Pediatrics for coaches, parents, and players.

"It is an honor to have Boys Town Pediatrics committing to be the title sponsor for the barrier-free playing field for adaptive sports and having a Learning Center on the MD West ONE Sports Complex. They are incredibly committed and dedicated to enriching kids' lives, which is perfectly aligned to the EAA's organizational mission and the representation of what this complex will mean in our community" said Bruce O'Neel, EAA's Executive Director. "Having visited the Boys Town Pediatrics' Neuroscience facilities, I was struck by the amazing commitment to creating hope in all the individuals that they encounter. It's a remarkable group of professionals that will have an incredible influence on the adaptive sports venue creating an environment and a place for all kids to play."

The partnership between EAA and Boys Town Pediatrics is a 10 year agreement. This partnership with Boys Town Pediatrics will be a great resource for EAA families. Boys Town Pediatrics' Physicians have recently been attending EAA coaches meetings and educating coaches on what to look for with seizures and concussions and how to respond to a seizure. Both organizations see a critical need in the community for the MD West ONE Sports Complex and the importance of an outlet for kids to have a place for physical activities and team based sports.

"Boys Town has a history of being passionate about the healthy mental, physical, and behavioral development of a child," said Dr. Deepak Madhavan, Chief Medical Officer and Vice-President of Medical Affairs at Boys Town National Research Hospital. "Working with EAA is important to Boys Town because our visions align. Both Boys Town and EAA are deeply invested in developing children in a healthy way and realizing the importance of play."

Elkhorn Athletic Association is excited about partnering with Boys Town Pediatrics, a leader in the industry and a nationally recognized organization.

## **ABOUT ELKHORN ATHLETIC ASSOCIATION**

The Elkhorn Athletic Association (EAA) is a non-profit youth sports organization serving Western Douglas County and is dedicated to providing a safe, enjoyable, positive learning environment. We serve families with children of all ages and all skill levels from the community and across the region. We encourage and support the holistic development of every child, teach leadership and other essential skills, and inspire our athletes to seek excellence in all aspects of their lives. The Association has strong community ties that stretch back decades in service to young athletes and their families.

The association's roots started with the Elkhorn Soccer Club, founded in 1972 and Elkhorn Baseball Association, founded in 1975, Elkhorn Girls Softball Association founded in 1995, Tackle Football in 2015, Track & Field in 2020 and Cheerleading in 2021. EAA was co-founded in 2015 by Jason McDonald and Eric Crouch which currently serves over 4,800 athletes participating in baseball, softball, soccer, football, basketball, track and cheer.

Becoming a community pillar has been accomplished by encouraging parental involvement and providing professional staff and programs that provide developmental, recreational, and competitive experiences for area youth athletes. Our ongoing success will be determined by every individual's character, leadership, beliefs, passion, and commitment, resulting in a first-class youth sports organization. [www.elkhornathletics.org](http://www.elkhornathletics.org).

## **ABOUT BOYS TOWN PEDIATRICS**

Boys Town Pediatrics is a select group of highly-trained pediatricians committed to the health and well-being of children of all ages. Whether visiting for an everyday illness or more complicated concerns, Omaha-area children receive exceptional care with Boys Town Pediatrics. Because children and adults have very different needs, Boys Town Pediatrics works alongside physicians in specialty medicine who understand the unique needs of a growing child. Whether visiting for an everyday illness or injury, a routine checkup or more complicated concerns, your child will receive exceptional care at Boys Town Pediatrics.

Their mission is to change the way America cares for patients, families and communities goes beyond the exam room. Boys Town National Research Hospital and Boys Town Pediatrics partner with Children's Hospital and Medical Center to improve the health of children and adolescents in the Omaha metropolitan area.

Boys Town was #1 on Forbes Lists for America's Best Employers By State in 2021.

###