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BOA TECHNOLOGY CELEBRATES CAREER POSSIBILITIES PROGRAM GRADUATES, EXPANDS COMMITMENT TO BIG BROTHERS BIG SISTERS OF COLORADO

Denver-based fit system innovator awards scholarships to its first class of Career Possibilities interns, increases support of Big Brothers Big Sisters of Colorado by \$100,000 for its JEDI initiatives.

DENVER, CO. (July 29th, 2021) – As BOA[®] Technology celebrates graduates and awards scholarships in its inaugural Career Possibilities internship program in partnership with Big Brothers Big Sisters of Colorado (BBBSC), BOA has moved to increase its annual financial commitment to the organization with an additional \$100,000. The supplemental funds will help support Big Brothers Big Sisters of Colorado’s JEDI leadership program, standing for Justice, Equality, Diversity, and Inclusion.

Four interns, Isaiah Phorson, M-Jay Shears, Annabelle Medina, and Erin Williams, were selected amongst applicants in spring 2021 and have now successfully completed the comprehensive program. Each intern is receiving a \$2500 college scholarship at an upcoming graduation event.

“Entering the internship at BOA, I wasn’t sure what direction I wanted to take as I look towards the future,” says intern graduate, Isaiah Phorson. “Getting to work in different departments during the program has inspired me to consider an education in mechanical engineering. I really enjoyed creating and testing a product, an experience I don’t think I’d get if it wasn’t for this program.”

The eight-week paid internship program includes in-depth, hands-on learning, and the ability to explore various departments at BOA’s global headquarters, including product development, engineering, product design, biomechanics, sales, marketing, finance, and IT. The program showcases an intern-led project that applies weekly learnings to a chosen piece of performance footwear, concluding with a presentation of design, findings, and market approach.

BOA’s CEO, Shawn Neville, has been associated with Big Brothers Big Sisters for 35-years and currently sits on the board. “I saw the Career Possibilities program as a chance for BOA to create opportunities and inspire possibilities for young people, especially for those that may not have the resources or exposure to experience such a robust program,” says Neville. “We are committed to our community and inclusion, and upping our commitment to BBBSC and its JEDI program is a great next step for us.”

“BOA is really stepping up with the additional \$100,000 that will accelerate our JEDI initiatives in the Colorado community,” says Elycia Cook, CEO of Big Brothers Big Sisters of Colorado. “This incredible gift puts us on the path of becoming the leading Justice, Equity, Diversity, and Inclusion youth mentoring organization in Colorado”.

More information about BOA's growing community support efforts is available at BOAFit.com/community. For information on Big Brothers Big Sisters of Colorado, please visit biglittlecolorado.org.

About BOA Technology:

BOA® Technology Inc., creators of the revolutionary, award-winning, patented BOA Fit System, partners with market-leading brands to make the best gear even better. Delivering fit solutions purpose-built for performance, the BOA Fit System is featured in products across snow sports, cycling, hiking/trekking, golf, running, court sports, workwear, medical bracing, and prosthetics. The system consists of three integral parts: a micro-adjustable dial, super-strong lightweight laces, and low friction lace guides. Each unique configuration is engineered for fast, effortless, precision fit, and is backed by The BOA Guarantee. BOA Technology Inc. is headquartered in Denver, Colorado with offices in Austria, Hong Kong, China, South Korea, and Japan. For more information, visit BOAFit.com.

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About Big Brothers Big Sisters of Colorado:

Since 1918, Big Brothers Big Sisters of Colorado has operated under the belief that all youth can achieve their full potential with the right guidance and support. The mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. Big Brothers Big Sisters of Colorado helps children achieve higher aspirations, greater confidence, better relationships, avoid risky behaviors, educational success, and lifelong well-being. Big Brothers Big Sisters of Colorado seeks to change the lives of children facing adversity in meaningful partnership with youth mentees, parents/guardians, volunteers, local communities, and caring philanthropists. For more information visit www.biglittlecolorado.org.

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