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2023 IMPACT REPORT



JUNE 29 - JULY 2, 2023 | USC



BY THE NUMBERS

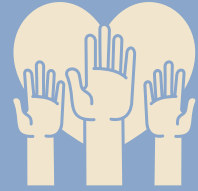


305 ATHLETES

36% OF ADAPTIVE ATHLETES SAID THEY WERE NEW TO THE ANGEL CITY GAMES



418 SPECTATORS



258 VOLUNTEERS

ATHLETES TRAVELED FROM OVER 17 STATES ACROSS THE COUNTRY



AGE BREAKDOWN

0-9 YEARS OLD	13%
10-19 YEARS OLD	25%
20-29 YEARS OLD	21%
30-39 YEARS OLD	16%
40-49 YEARS OLD	14%
50-59 YEARS OLD	7%
60-69 YEARS OLD	4%

2 YOUNGEST PARTICIPANT
2 YEARS OLD

69 OLDEST PARTICIPANT
YEARS OLD



BY THE NUMBERS

TOP DISABILITIES SERVED

AMPUTATION/LIMB DIFFERENCE
CEREBRAL PALSY
SPINAL CORD INJURY
SPINA BIFIDA
BLIND/VISUALLY IMPAIRED



FEMALE
35%



64%
MALE

NON-BINARY: 1%

35%



OF OUR PARTICIPANTS LIVE AT OR BELOW
CURRENT FEDERAL LOW INCOME LEVELS

RACE/ETHNICITY

42%

WHITE

27%

HISPANIC OR LATINO

10%

ASIAN

9%

BLACK/AFRICAN AMERICAN

8%

PREFER NOT TO SAY

2%

AMERICAN INDIAN OR
ALASKA NATIVE

2%

NATIVE HAWAIIAN OR
PACIFIC ISLANDER





27 PARALYMPIANS AND OLYMPIANS ATTENDED

MARCO AURELIO (PLY)

DAVID BROWN (PLY)

CANDACE CABLE (PLY)

LERA DOEDERLEIN (PLY)

EZRA FRECH (PLY)

ANNIE FLOOD (PLY)

JAMAL HILL (PLY)

CODY JONES (PLY)

NOELLE LAMBERT (PLY)

BOB LUJANO (PLY)

NATALIA MAYARA (PLY)

ASYA MILLER (PLY)

USTIN PHONGSAVAHN (PLY)

MARIO RODRIGUEZ (PLY)

JORGE SANCHEZ (PLY)

MATT SCOTT (PLY)

MICHEL SPIVEY (PLY)

MACKENZIE SOLDAN (PLY)

RUDY GARCIA-TOLSON (PLY)

AHKEEL WHITEHEAD (PLY)

DALLAS WISE (PLY)

JOHN MOFFET (OLY)

KATE SANDERSON (OLY)

MOLLY SCHAUS (OLY)

CODY MATTERN (OLY)

BEN WANGER (OLY)

JASON RICHARDSON (OLY)



16 ADAPTIVE SPORTS OFFERED

BLIND JUDO

SITTING VOLLEYBALL

SWIMMING

TRACK AND FIELD

ROWING

TABLE TENNIS

BOCCIA

WHEELCHAIR BASKETBALL

GOALBALL

WHEELCHAIR TENNIS

TODDLER GAMES

WHEELCHAIR FENCING

BLIND SOCCER

FITNESS GOLF

OVER THE COURSE OF 4 DAYS

PARTICIPANT QUOTES



“ BEING AROUND OTHER CHALLENGED ATHLETES AND SEEING THAT YOU ARE CHALLENGED AND NOT INCAPABLE HAS A GREAT IMPACT ON YOUNG LITTLE CHALLENGED ATHLETES. DEFINITELY WOWED MY SON TO SEE EVERYONE IN ACTION IN PERSON. CHANGED HIS ‘I CAN’T MENTALITY’ HE HAD.”

“ IT WAS NICE MAKING FRIENDS IN ARCHERY, THEN SUPPORTING THEM AT THE TRACK AS THEY RAN. I LOVED VIEWING NEW SPORTS THAT I HAD NEVER KNOWN BEFORE.”

“ I LOVE THE OPPORTUNITY TO BE AROUND A COMMUNITY THAT SUPPORTS THE WHOLE RANGE FROM BEGINNER TO WORLD CLASS ATHLETES, KIDS TO ADULTS AND INCLUDES THE WHOLE FAMILY. EVENTS AND GROUPS LIKE THIS HAVE REALLY HELPED US RAISE BOTH MORGAN AND PAIGE WITH THE ATTITUDE THAT MORGAN’S LIMB DIFFERENCE JUST MEANS SHE NEEDS TO WORK OUT THE RIGHT EQUIPMENT BUT DOES NOT LIMIT HER OPTIONS AS AN ATHLETE.”

THE IMPACT

ATHLETE IMPACT

68%

SAID THEY FEEL LIKE THEY HAVE ACCESS TO *MORE* MENTORS/COACHES/SUPPORT THAN *BEFORE* THEY PARTICIPATED

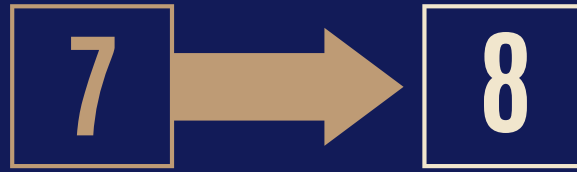
56%

SAID THEY PARTICIPATED IN A *NEW* SPORT

34%

SAID THE ANGEL CITY GAMES WAS THEIR *FIRST TIME* DOING AN ADAPTIVE SPORT.

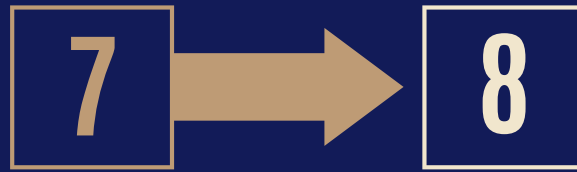
CONFIDENCE LEVEL



BEFORE THE GAMES

AFTER THE GAMES

MOTIVATION LEVEL



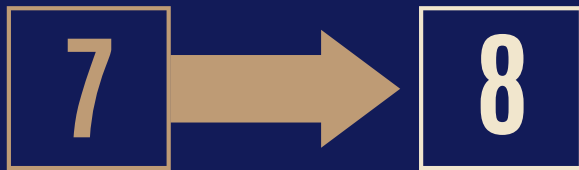
BEFORE THE GAMES

AFTER THE GAMES

PARTICIPANTS RATED THEIR OVERALL EXPERIENCE AT THE 2023 ANGEL CITY GAMES AN **8.2/10**

VOLUNTEER IMPACT

AWARENESS AND UNDERSTANDING OF THE DISABLED COMMUNITY



BEFORE THE GAMES

AFTER THE GAMES

60%

SAID THEY TRIED A NEW ADAPTIVE SPORT FOR THE FIRST TIME.

PARTICIPANTS RATED THEIR OVERALL EXPERIENCE AT THE 2023 ANGEL CITY GAMES A **7.6/10**



MARKETING HIGHLIGHTS



IMPRESSIONS
394,466

Impressions are the number of times the post or Instagram story was displayed to a user during its lifetime.

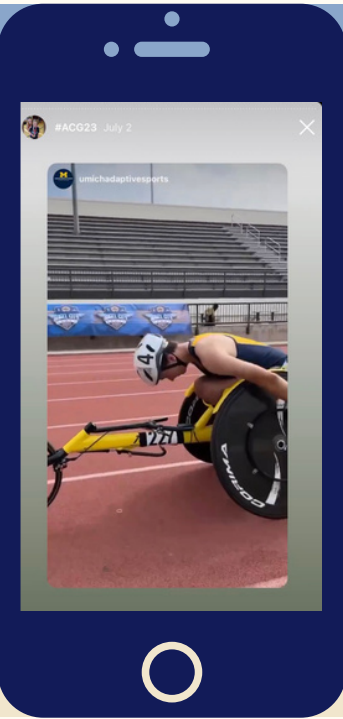
ENGAGEMENTS
17,755

Engagements are the number of times that users engaged with the post during its lifetime.

WEBSITE VISITORS
28,527

Website visitors are the number of user who have initiated a session on the website.

200+ INSTAGRAM STORIES SHARED FROM OUR COMMUNITY DURING THE ANGEL CITY GAMES



637 NEW FOLLOWERS ACROSS ANGEL CITY SPORTS' SOCIAL MEDIA ACCOUNTS.

4.5% ENGAGEMENT RATE PER IMPRESSION

125,157 TOTAL VIDEO VIEWS

TOP POSTS

Day 2 is over and what an amazing day it was! Track & Field Clinics, Wheelchair Football, Rowing,...

Total Engagements	550
Reactions	82
Comments	8
Shares	4
Post Link Clicks	—
Other Post Clicks	456

Despite trailing in the score, @athlete_jorge_sanchez orchestrated a miraculous...

Total Engagements	605
Likes	554
Comments	18
Shares	21
Saves	12

And that's all for the 2023 Angel City Games! We could not have asked for a better 4 days of laughs...

Total Engagements	532
Likes	474
Comments	15
Shares	35
Saves	8

ACROSS ALL SOCIAL MEDIA PLATFORMS

MEDIA HIGHLIGHTS



TOTAL
MEDIA
IMPRESSIONS

OVER 22 TV AND EDITORIAL MEDIA FEATURES AND STORIES, INCLUDING COVERAGE FROM TOP PUBLICATIONS SUCH AS CBS LA AND LA AM570.

ON AIR



CLICK HERE TO WATCH



CLICK HERE TO WATCH



TOP NEWS SOURCES



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2023 ANGEL CITY GAMES