Mazda USA Newsroom

MAZDA LAUNCHES "COACHES WHO MOVE US," A NATIONWIDE INITIATIVE CREATED TO CHAMPION THE JOY IN YOUTH SPORTS AND CELEBRATE SELFLESS COMMUNITY COACHES

In Partnership with TeamSnap, Mazda Establishes a Platform to Support the Coaches Keeping Kids Engaged and in Play With a Multi-Vehicle Giveaway and Large-Scale Incentive and Donation Program

IRVINE, Calif., Sept. 16, 2026 /PRNewswire/ -- Today, Mazda announced a landmark national initiative created to champion joy in youth sports by supporting the dedicated coaches who help kids grow, build confidence, and have fun. By partnering with TeamSnap, the leading youth sports management platform, Mazda will celebrate deserving leaders who consistently create positive, transformational experiences for young athletes and their families.

"Many of us remember that one coach who changed our lives,"**said Tom Donnelly, CEO of Mazda North America.** "At Mazda, we believe great coaches make an impact not through winning, but through genuine care for their athletes, building life-long confidence and character that carries far beyond the game. Together with TeamSnap, we are proud to elevate these selfless leaders and celebrate those who keep youth sports fun, positive, and transformative."

According to a report by ProjectPlay, more than 27.3 million youth athletes ages 6 to 18 in America today participate in organized sports. However, as youth sports become increasingly professionalized, kids are losing the innate joy that defines childhood sports. A 2026 Aspen Institute survey found the average kid quits organized sports by age 13, not because they stop loving the game, but because the pressure around it takes the fun out.

"Coaches play an enormous role in whether kids stay engaged in sports,"**said Peter Frintzilas, CEO of TeamSnap.** "TeamSnap is committed to helping sports families and organizers navigate the demands of youth sports, with a focus on supporting coaches who devote significant time and energy to their teams. Mazda's investment in this community makes them a natural partner as we celebrate and elevate the coaches who make a lasting difference."

To kick off the community-engagement program, Mazda will recognize five exceptional youth coaches from across the country through a partnership with Good Morning America. Each will be awarded with a brand-new Mazda CX-90 in honor of their extraordinary local impact. The program also reaches beyond the initial winners and to additional coaches across the country. Here's how families can get involved:

> Today through October 18, youth sport families can nominate their favorite coach - one who goes above and beyond the responsibilities of the role - to receive a new Mazda CX-90 by visiting the nomination page here.
> Youth sports coaches can also receive a $250 vehicle incentive when they purchase a new Mazda vehicle at their local dealership, paired with an additional $250 match donation from Mazda to fund essential team needs and everyday coaching costs. Learn more and register here.

For more information about the program and Mazda's commitment to youth sports, visitMazdaUSA.com.

About Mazda North American Operations
Proudly founded in Hiroshima, Japan, Mazda has a history of sophisticated craftsmanship and innovation, and a purpose to enrich life-in-motion for those it serves. By putting humans at the center of everything it does, Mazda aspires to create uplifting experiences with our vehicles and for people. Mazda North American Operations is headquartered in Irvine, California, and oversees the sales, marketing, parts, and customer service support of Mazda vehicles in the United States, Canada, Mexico and Colombia through approximately 795 dealers. Operations in Canada are managed by Mazda Canada Inc. in Richmond Hill, Ontario; operations in Mexico are managed by Mazda Motor de Mexico in Mexico City; and operations in Colombia are managed by Mazda de Colombia in Bogota, Colombia.

For more information on Mazda vehicles, including photography and B-roll, please visit the online Mazda media center at news.mazdausa.com. Follow @MazdaUSA on social media: Facebook, Instagram, X, YouTube, and Threads.

About TeamSnap
TeamSnap – the #1 sports management platform – has pioneered the future of youth sports technology for more than 15 years. Across more than 100 different sports and activities, TeamSnap has powered 19,000+ organizations and more than 30 million

parents, players and coaches, making it the largest and most engaged online community in youth sports. Through TeamSnap, brands have invested more than $20 million in youth sports sponsorships, fueling communities and giving more kids the chance to play.

For more information, visit the TeamSnap website, and follow the company on LinkedIn, Instagram, Facebook and YouTube.

SOURCE Mazda North American Operations

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