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RCX Sports Teams Up with the Missouri State Alliance of YMCAs to Expand Youth Sports Access and Programming

New partnership with the Missouri State Alliance of YMCAs brings high-quality, inclusive sports opportunities to young athletes

[ATLANTA, GA] – [RCX Sports](#), the leader in youth sports experiences and the official youth sports operator for the NFL, NBA, WNBA, NHL, MLS, MLB, and USTA, today announced a new partnership with the Missouri State Alliance of YMCAs to increase access to high-quality youth sports programs within the region.

Through this collaboration, the Missouri State Alliance of YMCAs will expand opportunities for young athletes to participate in RCX's professional league-affiliated programming. RCX will provide training for coaches and staff, along with educational resources to help foster safe, inclusive, and engaging environments for all participants.

“Expanding access to youth sports starts with meeting communities where they are and supporting the organizations they already trust,” said Izell Reese, Founder and CEO of RCX Sports. “Our partnership with the Missouri State Alliance of YMCAs combines national resources with local leadership to deliver meaningful experiences for kids. By equipping YMCAs with training, tools, and league-affiliated programming, we’re helping create environments where young athletes can participate and develop through sport.”

“The Missouri Alliance is excited and proud to partner with RCX to take our Youth Sports Programs to the next level. Youth sports are a critical program at many Missouri YMCAs. More than games, sports teach children resilience and discipline. Through the universal language of teamwork and respect, sports build strong bodies and even stronger character, shaping our leaders of tomorrow,” said Patricia Miller, CEO, Missouri Alliance of YMCAs. “Our partnership with RCX will elevate YMCA programs by bringing professional branding, equipment and experiences, while focusing on accessibility, inclusion and community. Our shared vision to provide quality youth programming will make this partnership incredibly successful.”

Participation in youth sports is linked to better health, stronger academic performance, and enhanced social-emotional skills. RCX's community-driven approach ensures these benefits reach all young athletes—regardless of zip code.

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About RCX Sports

RCX Sports is the leader in youth sports experiences, operating and partnering with leagues, events, and brands to engage and empower the next generation of athletes. As the official youth sports operator for the NFL, NBA, WNBA, NHL, MLS, MLB, and USTA, RCX is the only multi-sport organization trusted by pro leagues and governing bodies to represent them. RCX Sports delivers officially licensed uniforms, comprehensive resources, and full support, empowering league operators to create the best youth sports experiences in their communities. Committed to making youth sports accessible and inclusive, RCX Sports creates opportunities for all athletes to play and benefit from the transformative power of sports. For more information, visit rcxsports.com.

About Missouri State Alliance of YMCAs:

The Missouri Alliance of YMCAs works to support, strengthen, and advocate for YMCAs as they serve our communities by developing collaborative and impactful YMCAs that are equipped to strengthen the foundation of their communities. For more information, visit www.moymca.org.