



## Cricket HBCU

The communities created by Historically Black College and Universities (HBCUs) run deep. These institutions empower students with a culture all their own and a reach that extends beyond the classroom. That's why we're proud of our partnership with Cricket Wireless to help support HBCUs year-round. **We also recognize that it's not enough to create bold, breakthrough experiences; this is about creating real connections.**

Think activation rooted in authenticity. Through programs and events like the Celebration Bowl and MEAC/SWAC Challenge Kickoff, our partnership with Cricket amplifies and celebrates Black excellence and engages with local communities in meaningful ways. In September 2021 alone, **we added \$3M in value, 2M engagements, 57M impressions—and countless smiles to Cricket HBCU Sponsorships.**

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