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**FOR IMMEDIATE RELEASE**

**Jordan Love Donates Cleats as Part of ‘10ve for Cleats’ Campaign**

**Green Bay, WI – March 17, 2024 –** Green Bay Packers quarterback Jordan Love is donating over 1,300 pairs of Nike cleats to Wisconsin youth sports team as part of his ‘10ve for Cleats’ campaign, presented by U.S. Venture, Inc.

While playing for the Packers in the 2024 season, Love pledged to donate new cleats to a youth sports team in Wisconsin for every touchdown he scored—both passing and rushing. Love scored 26 touchdowns in the 2024-25 season, and his Hands of 10ve Foundation selected 26 recipients from numerous applications to receive new cleats:

1. Washington Middle School Softball
2. 23’s Cleats 4 Kidz All Sports
3. St. Joan Antida High School Soccer
4. Carmen School of Science and Technology Football and Soccer
5. Oak Creek Junior Knights Softball
6. Hawley Environmental School Soccer
7. Appleton West High School Baseball
8. Franklin Middle School Softball and Soccer
9. Mississippi Valley Pride Softball
10. Argyle High School Softball
11. Green Bay West High School Soccer
12. Northern Stars Soccer Club Soccer
13. Franklin Middle School Football
14. Green Bay West High School Football
15. Howard Suamico School District Flag Football
16. Sun Prairie West High School Football
17. St. James School Boys Flag Football
18. Nathan Hale High School Football
19. Appleton West High School Football
20. Waukesha South High School Football
21. Kewaunee School District Football
22. Parkview Middle School Football
23. Barack Obama School of Career and Technical Education Football
24. Green Bay East High School Football
25. Marinette Gridiron Club Football
26. Oconto High School Football

Love visited U.S. Venture in Appleton on Monday, March 17 to hand out close to 100 of the cleats to the nearby teams getting ready for spring sports, including Appleton West High School’s baseball team and Franklin Middle School’s softball and soccer teams.

“As you get into professional sports, you get so many cleats, and we can kind of take that for granted,” said Love. “To be able to give kids in Wisconsin new pairs of cleats is something that I think is really special.”

U.S. Venture CEO Eric Kessenich handed out cleats alongside Love and spoke to the teams.

"At U.S. Venture, we’ve been committed to supporting the communities where we live, work, and play for over 70 years,” Kessenich said. “Having the opportunity to partner with Jordan Love and the Hands of 10ve Foundation to ensure that young athletes across Wisconsin have the opportunity to pursue their passion for sports is something we’re been thrilled to be a part of."

The ‘10ve for Cleats’ campaign aligns with Hands of 10ve Foundation’s overall mission to encourage children from all backgrounds to engage in sports, promoting physical and mental well-being. Hands of 10ve Foundation also works to raise awareness about mental health and suicide prevention, and to foster stronger relationships between law enforcement and the community.

To learn more about ‘10ve for Cleats’ and Hands of 10ve Foundation, visit [handsof10ve.org](https://www.handsof10ve.org/).

**About U.S. Venture, Inc.**   
For over 70 years, U.S. Venture, Inc. has been recognized as an innovative leader in the distribution of renewable and traditional energy products, lubricants, tires, parts, and using data-driven insights to manage energy and information in the global movement of goods. U.S. Venture delivers creative, sustainable solutions that give their customers a competitive edge, and enable the company to support the communities in which they live, work, and play. Through the values lived by their family of brands, U.S. Energy, U.S. AutoForce, Breakthrough®, U.S. Lubricants, and IGEN®, U.S. Venture seeks new ways to drive business success while being steadfast in its commitment to making the world a better place.

**About Hands of 10ve Foundation**

Hands of 10ve Foundation is a 501(c)(3) founded in 2024 by Jordan Love. Its mission is to inspire and empower children from all backgrounds to engage in sports, promoting physical and mental well-being. Hands of 10ve Foundation also aims to raise awareness about mental health and suicide prevention, and foster stronger relationships between law enforcement and the community. Contributions to Hands of 10ve Foundation are tax-deductible to the fullest extent of the law (Federal Tax ID: 99-2782567). For more information visit [handsof10ve.org](https://www.handsof10ve.org/).

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