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**Women's National Basketball Players Association Supports Their  
Players Participating in Crossover Basketball and Scholars Academy's  
#HOOPSCREATINGHOPE**

BOSTON, MA & CHENNAI, INDIA --- [Crossover Basketball and Scholars Academy](#) has received the support of the [Women's National Basketball Players Association](#) (WNBPA) surrounding their "Hoops Creating Hope" initiative with players including [Alana Beard](#) and [Marissa Coleman](#). Nearly one in five children in the world live in India, and as such, Crossover has focused their programs to impact gender equity and education rates among the marginalized communities in India.

Engagement from such elite and committed athletes as Marissa Coleman and Alana Beard highlights Crossover's innovation and its own commitment in global initiatives. Additionally, Alana's and Marissa's desire to step up spotlights issues important to them like gender equity and the success of young girls in India and across the globe.

WNBA veteran Alana Beard stated that "Immediately after meeting Shaun and learning about the curriculum of Crossover, I knew right away that I wanted to be involved. I am excited about the Crossover support from WNBPA members. It gives women in our league a chance to pay it forward through service that has incredible impact on young people across India."

"I'm thrilled for Crossover to receive the support of the WNBPA because we value and share their commitment to engage young athletes to dream for the stars," said [Shaun Jayachandran](#), founder of Crossover. "At a time when the world can simultaneously be so expansive and yet so small, we need active and engaged role models who are not afraid of hard work that has no end. To date, we are close to having impacted 2,000 children aged 8 to 14 years old, who have participated in our programs over the last six years. With the support of the WNBPA, we hope to double that number in the next six years - creating even more cracks in the concrete and to grow thousands more roses."

The WNBPA joins [SLAM Magazine](#) and Teach For India in supporting Crossover as an active voice and vehicle for change in India. Donations and support can be made at <https://bit.ly/hoopscreeinghope>.





**About Crossover Basketball and Scholars Academy:**

Our Mission: Crossover Basketball and Scholars Academy is a non-profit organization impacting gender equity and education rates in India to undeserved marginalized communities while using basketball as our vehicle of change. We achieve this with both a three-week summer program and a year-round program that emphasizes leadership, gender equity, character, teamwork, and communication - taking these lessons and applying them to each child's community, classroom, and family.

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**About WNBPA:**

The Women's National Basketball Players Association (WNBPA) is the union for current women's professional basketball players in the WNBA. The WNBPA is the first labor union for professional women athletes. It was created in 1998 to protect the rights of players and assist them in achieving their full potential on and off the court.

The WNBPA handles the negotiation of collective bargaining agreements, filing grievances on their behalf, and counseling players on benefits and post-WNBA career opportunities. The WNBPA also serves as a resource for current players, while they are competing internationally during the offseason.

The WNBPA encourages players to participate in union activities – including executive leadership roles, team representative positions, and global community outreach initiatives.

<https://wnbpa.com/>

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