



FOR IMMEDIATE RELEASE

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KennedyStrong Foundation Welcomes Doug Deffenbaugh as New Program Director for Inclusive Initiatives

Charlotte, NC – January 21, 2025 – The KennedyStrong Foundation is thrilled to announce the addition of Doug Deffenbaugh as Program Director for the “Let’s Get Inclusive” and “Let’s Make Connections” programs. With an impressive career spanning over three decades in physical education, athletic direction, and coaching, Doug brings unparalleled experience and a passion for empowering youth to our mission of advocacy, education, and inclusion for individuals with Intellectual and Developmental Disabilities (IDD).

Since 1994, Doug has dedicated his career to making a positive impact on children and young adults through sports and physical education. As the founder of Fit Kids Sports in Mooresville, NC, he has demonstrated a commitment to fostering development, confidence, and community through fitness and athletics. Doug’s leadership and dedication will now play a pivotal role in the KennedyStrong Foundation’s efforts to create programs that support individuals with IDD and their families.

“Doug’s expertise and heart for working with young people make him the perfect fit for our mission,” said [Betsy Boone], Founder of the KennedyStrong Foundation. “We are excited to see how his vision and experience will elevate the Let’s Get Inclusive and Let’s Make Connections programs as we head into an impactful year in 2025.”

The Let’s Get Inclusive program focuses on promoting inclusivity through sports and physical activities, while Let’s Make Connections fosters meaningful relationships and community engagement. Doug’s proven track record as an educator and mentor will bring innovative ideas and dynamic programming to these initiatives, ensuring that participants of all abilities can reach their full potential.

“I am honored to join the KennedyStrong Foundation and contribute to programs that make a real difference in the lives of individuals with IDD and their families,” said Doug Deffenbaugh. “I’m excited to collaborate with the team and build a future where inclusion and empowerment are at the forefront.”

The KennedyStrong Foundation’s programs and initiatives are designed to empower, educate, and lead. By welcoming Doug Deffenbaugh to the team, the organization continues its commitment to creating a more inclusive and supportive community.

To learn more about the KennedyStrong Foundation and its programs, visit KennedyStrong.org. For media inquiries, please contact Jeff Masilun at 704-331-0870 or jeffm@gomindstorm.com.

About KennedyStrong Foundation

The KennedyStrong Foundation is a nonprofit organization dedicated to supporting individuals with Intellectual and Developmental Disabilities (IDD) and their families. Through advocacy, education, and inclusive programs, the foundation strives to empower individuals to reach their full potential. Key initiatives include the development of Independence Village, a long-term goal focused on fostering independence and community for individuals with IDD.

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