

Mr. Tom Farrey is the founder and executive director of the Aspen Institute's Sports & Society Program, which he launched in 2011 to convene leaders, facilitate dialogue, and inspire solutions that help sports serve the public interest. He is best known for creating Project Play, the program's flagship initiative that develops and shares knowledge to grow youth sports participation. Since 2013, Project Play has mobilized more than 20,000 organizations and helped unlock over \$60 million in grants for grassroots programs. A former Emmy-winning investigative journalist at ESPN, Farrey authored the 2008 book *Game On: The All-American Race to Make Champions of Our Children* and has been recognized as one of the nation's leading voices of youth sports.