  

**LouCity partner ORCA Life ready to make a big impact for**

**Louisville Parks Foundation**

**LOUISVILLE, KY (June 12, 2019)**­— As Louisville City FC players send soccer balls flying toward their opponent’s goalkeepers fans of Louisville parks can cheer extra loud. That’s because Louisville City partner ORCA Life has stepped forward with a BIG gift.

ORCA Life has pledged a $10 donation to the Louisville Parks Foundation for each shot on goal for the remainder of the 2019 of the USL Championship season. Each time a Louisville City player puts a shot on frame against a USL Championship opponent, the Louisville Parks Foundation wins.

“We are so pleased ORCA Life has chosen the Louisville Parks Foundation as the beneficiary of the Shots on Goal campaign,” **Brooke Pardue, President of the Louisville Parks Foundation**, said. “Working with amazing community partners, like ORCA Life, we hope to soon complete our South Louisville Soccer Field Project with a third public turf soccer field at Wyandotte Park.”

ORCA Life is a final expense insurer founded on the principles of Opportunity, Responsibility, Community and Accountability. Donating to the Louisville Parks Foundation to help build new soccer fields at Wyandotte Park speaks to ORCA Life’s commitment to the Louisville community.

**Scott Morris (VP of Operations at ORCA Life):** “On behalf of all of ORCA Life, I am extremely excited for the announcement of this partnership with Louisville City FC! Your successes not only on the pitch, but within our community are what the ORCA Family strives for every day. ORCA Life takes great pride in protecting beneficiaries that we may never meet and due to our strong commitment to family, funding soccer fields in the greater Louisville area through the Louisville Parks Foundation fits seamlessly with our Mission and Power Principles. We look forward to growing this relationship and watching Lou City bring home more championships!”

Louisville City has been partnered with the Louisville Parks Foundation for a year, helping build new soccer fields at the Beechmont Community Center and William Harrison Park. The Beechmont fields will celebrate their first anniversary on June 14. Louisville City employees and fans helped raise money to “Win for Wyandotte” during the Kentucky Derby Festival mini-Marathon this Spring, raising more than $6,000 for the new fields at Wyandotte Park.

“We believe strongly in the mission of the Louisville Parks Foundation,” **Louisville City FC President Brad Estes** said. “We believe soccer is everyone, and we want to make soccer more accessible for all the children in our city.”

The ORCA Life donations will begin with this weekend’s matchup at New York Red Bulls II and continue through the end of the 2019 season.

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**About Louisville FC**

Since its launch in 2014, Louisville City FC has been committed to serving the community of Louisville and state of Kentucky as the lone professional soccer team. LouCity’s remarkable 2017 campaign included winning the USL Cup in the club’s first appearance in the final. Despite a midseason coaching change, Louisville City won its second USL Cup in 2018, becoming the first back-to-back USL Cup winner in the USL modern era. Get the latest news on Louisville City FC at [LouisvilleCityFC.com](http://www.louisvillecityfc.com/) and via the club’s  channels on social media, including [Facebook](http://www.facebook.com/louisvillecityfc), [Twitter](http://www.twitter.com/loucityfc), & [Instagram](http://www.instagram.com/louisvillecityfc).­­­

**About ORCA Life**

ORCA Life planted its roots in the late 90’s. When a discouraged manager decided Corporate America had taken its toll and he needed more for himself and his family. Glenn Crabtree, President, began selling pre-paid funerals and continued doing so for several years. One day he saw a better value in the market place and decided his future would be with Final Expense Insurance. Mastering Final Expense has been his focus since 2001. He teamed up with an intelligent group of young professionals and established ORCA Life in February 2016.

ORCA Life has two priorities: our clients and our agents. During our development, the leadership team established guiding principles. These principles are the base of every decision made through this company’s journey to becoming a Market Leader in the Final Expense Industry. We take responsibility for providing the best products, trustworthy service, and sincere care to our clients. For our agents, we believe in systematic training, competitive pay, proactive business, and transparent leadership. ORCA Life is on a mission!

**About Assurant**

**Assurant, Inc.,** the mother company to American Memorial Life – a partner of ORCA Life, is a global provider of risk management products and serviceswith headquarters in New York City. Assurant helps our global clients protect and support the purchases consumers make – like homes, cars, appliances, and phones - in new and thoughtful ways. Assurant understands what matters most, not the things we protect; It’s the people we serve. Find out more at Assurant.com.

**About the Louisville Parks Foundation**

The Louisville Parks Foundation (LPF)’s mission is to inspire donors to invest in our 120+ public parks and recreational facilities – for present and future generations. LPF was formed as a non-profit in December 2005 to support parks and community programs not funded by other local non-profits. In 2013, the Louisville Jack O’Lantern Spectacular opened and the producers of the show partnered with the Louisville Parks Foundation, which became the recipient of the proceeds. Since then, the Foundation has completed major projects in California, Lannan, and Russell Lee parks, installed a 5-a-side turf soccer field at Beechmont, an 8-a-side turf soccer field at William Harrison, and built the first “Skate Spot” in the Midwest at Breslin Park. The Foundation is currently raising funds for its final phase of additional turf soccer fields in South Louisville at Wyandotte Park. For more information, visit [www.lpfky.org](http://www.lpfky.org).

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