



For Immediate Release:

Contact: Harry Shipps, harry@ninetywest.com, 978-518-5870

Tech Goes Home and SharkNinja Partner to Address Digital Inequity in Greater Boston

New grant will help provide digital tools and training for 200+ families

BOSTON, February 8 -- As work, school, healthcare, and other critical services continue to move more and more online, [Tech Goes Home](#) (TGH) today announced a new \$200,000 grant from [SharkNinja Operating LLC](#) (SharkNinja), a leading global provider of home devices and other consumer goods, to help address digital inequity in Greater Boston. The grant will allow TGH to provide digital devices, internet connectivity, and digital skills training to hundreds of families who currently lack access.

During the COVID-19 pandemic, access to digital tools - and the skills to use them effectively - has become even more essential to finding and maintaining a job, attending school, connecting with loved ones, and more, but thousands of people in Greater Boston don't have the digital resources they need to succeed. With the generous support of SharkNinja, TGH will be able to expand their proven model to more households in the Greater Boston area - providing a new computer and internet connectivity to families who need it at low cost, along with 15 hours of live digital skills training from a qualified TGH instructor.

"We are enormously grateful for the support and partnership of SharkNinja," said Tech Goes Home Co-CEO Theo Hanna. "This has been an especially challenging year for so many families in our communities, and especially those who don't have access to a computer, to the internet, or the support they need to use them safely and effectively. This investment will allow us to expand digital opportunity for hundreds of families, and we're so excited to work with the dedicated, talented volunteers from SharkNinja to provide even more support to the people we serve."

"2020 brought many challenges and for me, personally, a deeper awareness of Diversity, Equity, and Inclusion," said SharkNinja President Mark Barrocas. "At SharkNinja, we are taking steps in the right direction to improve our approach to DE&I and are committed to directly impacting the key pillars of Education, Healthcare, and Jobs & Opportunity. When I learned of Tech Goes Home and its mission to close digital inequities and empower communities, I saw that they are on the frontlines and the forefront of amplifying these pillars. I am thrilled that SharkNinja could help participate in the great work being done, and we look forward to supporting Tech Goes Home in various ways."

In addition to financial support, as part of the partnership, SharkNinja employees will have the opportunity to volunteer in a number of roles with TGH, including leading educational webinars about specific skills, creating written or video tutorials, providing translation of digital learning materials, and working as course volunteers - supporting TGH instructors and learners during a 15-hour distance learning course.

About Tech Goes Home

Founded in 2000, Tech Goes Home is a nonprofit dedicated to addressing the digital inequities that pose a significant barrier to opportunity and success for thousands of students, workers, and families across Greater Boston. Working in partnership with schools, healthcare providers, and community organizations, Tech Goes Home provides curated support - including access to digital devices, network connectivity, and robust training in how to utilize digital resources - to help individuals and families pursue economic mobility, support academic achievement, access critical resources, and engage with their community and loved ones. You can learn more about Tech Goes Home's work, and ways to become involved, at techgoeshome.org.

About SharkNinja

SharkNinja is a relentless innovator in the housewares industry because we sweat the details. We obsess about consumer satisfaction. We build up our company by building up our people. We seize opportunities—individually and collectively—to be competitive with our products and attract the most talented people from around world. We harness the power of diversity within our collective talent to develop products that positively impact people's lives. Through an unrelenting focus on solving for consumer's pain points, SharkNinja has built a loyal and passionate following that continues to garner us 5-star ratings on our products. It's that unwavering consumer focus that has enabled Shark to become one of the top brands in vacuum cleaners, and for Ninja to become one of the market leaders in the kitchen category. At SharkNinja, Diversity, Equity, and Inclusion is vital to our global success. With help from our leadership, associates, and our community, we aim to have equity be a key component of the SharkNinja DNA.