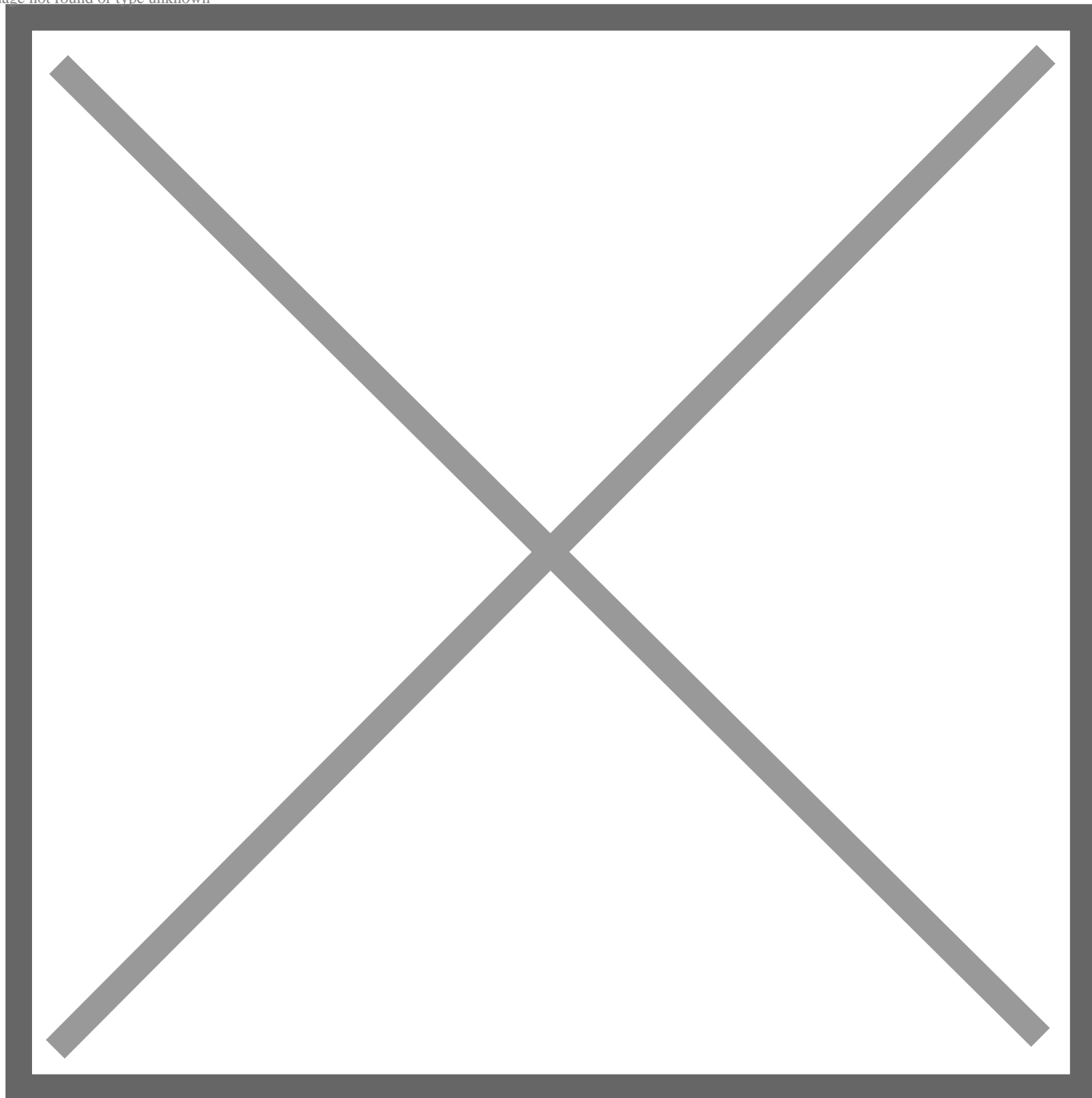


# **Toyota and espnW Recognize 10th Class of Everyday Heroes at the 2025 espnW: Women + Sports Summit**

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**PLANO, Texas (Oct. 29, 2025)** – Last night at the 2025 espnW: Women + Sports Summit in Ojai, CA, presented by Toyota, the 10th class of Toyota Everyday Heroes was announced and honored.

Toyota's Everyday Heroes program recognizes individuals making a difference for women and girls in their local communities through sports. The Heroes were surprised with grants in the amount of \$15,000 and recognized on-stage by Toyota Ambassador Jess Sims, along with Podcast Host and TV Personality Sarah Spain. Toyota has been a presenting sponsor of the espnW: Women + Sports Summit for 13 years.

Throughout the three-day Summit, Toyota is giving attendees a firsthand look of the all-new 2026 Toyota RAV4 and the 2025 Toyota 4Runner featuring interactive vehicle displays, games and giveaways in high-profile placements throughout the property.

“Toyota is proud to honor Jessica Carter of HER Sports and Amberly Klam of Texas Fury as the 2025 Everyday Heroes for their outstanding work using sports to create opportunities and empowerment within their communities,” said MJ Kroll, senior manager of media, Toyota Motor North America. “As they break down barriers, foster inclusion and advance Toyota’s mission of mobility for all, we are inspired by their dedication and thrilled to celebrate their impact.”

The 2025 Toyota Everyday Heroes are:

**Jessica Carter ([HER Sports](#) – Troy, VA)** Jessica Carter, a Virginia native and former college basketball player, founded HER Sports to give girls in her community the same opportunities and benefits she experienced through sports. HER Sports is a nonprofit organization with the goal to address challenges and barriers that hinder girls’ involvement in athletics, ensuring they have equal opportunities to succeed. During the pandemic, Jessica launched HER Sports with a small virtual webinar and since then, the program has grown to serve approximately 400 girls.

HER Sports now offers four core programs: both development and fun competitive basketball and flag football leagues; Hustle Academy, 8-12 week development program blending athletics with emotional and mental wellness; HER Sports Day, a free community festival with sports clinics and wellness vendors; and the HER Sports Awards, which recognize standout women athletes and coaches in the area.

**Amberly Klam ([Texas Fury](#) – Austin, TX)** Amberly Klam founded Texas Fury with the mission to create an outlet for local girls to learn and play competitive flag football in an exciting, inclusive environment. Texas Fury is an all-girls flag football organization founded in 2017 after noticing a lack of opportunities for girls in local recreational leagues to play competitively. Sparked by her daughter Ashlea’s interest in wanting to play flag and has grown into teams across multiple ages competing in both 5v5 NFL FLAG Leagues and 7v7 formats.

Amberly has strategically overseen the organization’s development into a year-round (11- month) program expanding reach across Central Texas, Dallas-Fort Worth and San Antonio areas. Many players, including Ashlea, have gone onto college with a scholarship to play flag and play on national flag football teams in both women’s and youth divisions.

Building on their mission to provide youth with access to sports, in 2024, Toyota became the presenting partner of NFL FLAG, the largest youth flag football league in the U.S., to support the next generation of superstars. By promoting access to flag football for every boy and girl across America, this partnership enhances self-esteem, fitness, and teamwork among youth. To date, Toyota’s investment in the future of football has already impacted over 300,000 young NFL FLAG players nationwide, with more than 700 dealerships aiding over 690 local leagues in their communities.

**Past Honorees:**

- [2024](#) – Morgan Crawford (The Moxie League) and Tam and Brett Donelson (The Cycle Effect)
- [2023](#) – Mechelle Lewis Freeman (TrackGirlz) and Peggy Turner (TIRR Memorial Hermann)
- [2022](#) – Liz Ferro (Girls With Sole) and Nzingha Prescod (PISTE Academy)
- [2018](#) – Cecelie Owens (G.I.R.L.S Sports Foundation), Liz Brieva & Megan Livatino (Girls Play Sports) and Melissa Clarke-Wharff (Courage League Sports)
- [2017](#) – Darlene Hunter (Lady Mavericks Wheelchair Basketball), Fartun Osman (Somali Girls Rock) and Mira Manickam (Brown Girl Surf)
- [2016](#) – Courtney Payne Taylor (Girls Riders Organization), Tracy Pointer (GROW/GROW Girl) and Beth Devine (Philly Girls in Motion)
- [2015](#) – Chrissy Lewis-Summers (Beyond Sticks) and Heidi Boynton (Mini Mermaid Running Club)
- [2014](#) – Dr. Kimberley S. Clay (Play Like a Girl!), Monica Gonzalez (Gonzo Soccer) and Claire Smallwood (SheJumps)
- [2013](#) – Barb Lazarus (Game On! Foundation), Justine Siegal (Baseball For All) and Mobolaji Akidoe (Hope 4 Girls Foundation)