

Toyota and espnW Recognize 11th Class of Everyday Heroes at the 2026 espnW: Women + Sports Summit

October 15, 2026



PLANO, Texas (Oct. 15, 2026) – Toyota honored the 11th class of Toyota Everyday Heroes last night at the 2026 espnW: Women + Sports Summit in Ojai, California. Toyota’s Everyday Heroes program recognizes individuals making a difference for women and girls in their local communities through sports.

The 2026 Heroes are Markeshia Grant, Executive Director of EPIC for Girls, and Rhiannon Potkey, founder of Goods4Greatness. The Heroes were surprised with grants in the amount of \$25,000 and recognized on-stage by Tiffany Shido, general manager of brand at Toyota Motor North America, alongside espnW emcee and Toyota Ambassador Jess Sims.

“Toyota is proud to honor Markeshia Grant of EPIC for Girls! and Rhiannon Potkey of Goods4Greatness as the 2026 Everyday Heroes for their outstanding work expanding access to sports and creating opportunities for young athletes in their communities,” said Tiffany Shido, Toyota Motor North America. “By removing barriers that prevent participation and empowering the next generation through sports, these Everyday Heroes embody Toyota’s commitment to creating opportunities for all.”

2026 marks the 14th year of Toyota as presenting sponsor of the espnW: Women + Sports Summit.

Throughout the three-day Summit, Toyota is giving attendees a firsthand look at the 2026 Toyota Sequoia and the all-electric Toyota Highlander, featuring interactive vehicle displays, games and giveaways in high-profile placements throughout the property.

More on the 2026 Toyota Everyday Heroes:

Markeshia Grant ([EPIC for Girls](#) – Omaha, NE) As Executive Director of EPIC for Girls, Markeshia Grant leads the Omaha, Nebraska-based capacity-building nonprofit working to create more equitable opportunities for girls to experience the transformative power of sports. EPIC strengthens the organizations, coaches, and systems that serve girls, equipping those closest to the work with the resources, relationships, and support they need to expand access to quality sports experiences and youth development opportunities.

Through strategic partnerships and a collaborative, community-centered approach, EPIC is helping build a more inclusive youth sports ecosystem where girls can develop confidence, resilience, leadership and a sense of belonging. By investing in community-based organizations and the people who empower girls every day, EPIC is helping move the needle forward—creating sustainable opportunities for more girls to play, grow and lead.

Rhiannon Potkey ([Goods4Greatness](#) – Knoxville, TN) Rhiannon Potkey founded Goods4Greatness to ensure every child has access to the equipment they need to participate in sports. Based in Knoxville, Tennessee, the nonprofit purchases new sports equipment for low-income kids across the country, and partners with college programs to redistribute their new/used equipment to youth teams in need, helping eliminate financial barriers that prevent children from getting in the game.

Under Rhiannon's leadership, Goods4Greatness has grown its reach nationwide through partnerships with schools, sports organizations and community groups, giving thousands of young athletes access to essential equipment. By alleviating a financial strain for families and putting sports gear into the hands of kids who need it most, the organization is creating more opportunities for youth to stay active, build confidence and experience the positive impact of sports.

Building on its commitment to expanding access to youth sports, Toyota continues to support organizations that remove barriers to participation and create opportunities for young athletes to thrive. Through the Everyday Heroes program, Toyota recognizes nonprofit leaders making a meaningful impact in their communities by helping more children experience the confidence, teamwork and lifelong benefits that sports provide.

Past Honorees:

- [2025](#) – Jessica Carter (HER Sports) and Amberly Klam (Texas Fury)
- [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)