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Five D-FW businesses selected for FC Dallas' 2021 Homegrown Partner Program

Each member of the class will receive an individually customized FCD corporate partnership package.



FC Dallas logo.



The Dallas Morning News

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In This Story



FC Dallas

FC Dallas has selected five Dallas/Fort Worth-based Black and minority-owned businesses for the club's Homegrown Partner Program, the club announced Thursday.

The five local businesses selected for the 2021 Homegrown Partner Program are: Casa M Spice, GRIT Fitness, Reveal Suits, Smokey John's Bar-B-Que, and Urban Hydration.

"We are excited to partner with FC Dallas and work with an organization whose values of community service and outreach align with ours," said Urban Hydration founder Psyche Terry in a statement.

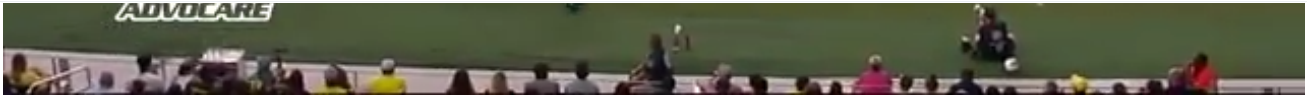
"We look forward to contributing to the greater good of the community by helping to promote wellness and education."

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FCD announced the Homegrown Partner Program in June 2020 along with a series of initiatives as part of the club's "Connect, Create, Unite" platform that focuses on connecting people, creating opportunities and uniting communities.

"The Homegrown Partner Program was designed to give Black and minority-owned businesses the opportunity to grow their businesses and make a positive social and economic impact in their communities," said FC Dallas team president Dan Hunt.



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"We couldn't be more impressed with our inaugural class. They are going to be great partners for FC Dallas."

Each member of the 2021 Homegrown Partner Program class will receive an individually customized FC Dallas corporate partnership package.

FCD is committing more than \$500,000 to its Homegrown Partners in 2021.

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