



Press Kit



ABOUT US



Ballin' for Peace - New Social Workers (NSW) is a 501c3 non-profit organization, formed to provide positive recreational activities for youth and adults. We aim to offer workshops, employment opportunities, educational grants, scholarships, health care services, and entertainment programs. We partner with major cities within the U.S. and abroad to bring special activities to various regions.

Our programs have been a great success nation wide, with events ranging from California to Philadelphia. The organization has received favorable reviews from news stations (CNN, ABC, and NBC), national magazines (SLAM & Sports Illustrated), local newspapers, politicians, and the Los Angeles Police Department. In 2009, members of the Ballin' for Peace Organization received a Certificate of Appreciation from Mayor Villaraigosa at Staples Center during a Los Angeles Clippers Game, for their exemplary work. In 2015, members of the Ballin' for Peace organization received a "Hero Among Us" award and Citation from the City Council of Philadelphia during a Philadelphia 76ers home game, Martin Luther King Jr. Weekend. In 2016 Philadelphia Mayor Jim Kenney came to the Nicetown Give Back Festival and supported the Ballin' for Peace movement.

The centerpiece of our events are celebrity basketball games and showcases, featuring current and former NBA players, streetball legends, influential members of the community, actors, musicians, etc. The games are exceptionally entertaining and draw large crowds to the events.

Donations/Sponsorships will be used for workshop materials, educational needs, and programs for youth from diverse communities to include all age groups, cultures, and ethnicities. Monies will also secure venues, talent, uniforms and t-shirts for game day activities, etc.

Thank you in advance for your support.



MISSION



We Are Committed To Providing Positive Outreach Programs For At-Risk Youth

Our Mission

Ballin' For Peace provides positive programs and services to at-risk youth. In collaboration with New Social Workers, our mission is to provide at-risk youth with an alternative to gangs and violence by promoting involvement in extracurricular activities. We are committed to providing positive outreach programs, such as basketball entertainment, workshops, educational information, health care services and community events. We aim to make communities safer, focusing on age groups 10 to 25, all cultures and ethnicities.

Our Vision

Our vision is to use recreation, entertainment, and knowledge to positively impact the lives of individuals from all walks of life, with primary focus on at-risk youth. We are committed to showing our participants the value of embracing diversity, developing empathy for others, and improving their own life outcomes. One of our goals is to remove or override negative messages that glorify violence and crime by creating fun activities for families. We hope to inspire and enrich lives while strengthening the community. Community-based events broaden relationships and in return create safer, healthier neighborhoods.

Our Core Values

Our core values revolve around the following characteristics:

- Honesty
- Courtesy
- Sportsmanship
- Responsibility
- Accountability
- Integrity
- Caring
- Respect
- Inclusiveness
- Perseverance

“To The Top” Contest National Tour



Kenn I. Hicks went to high school with Earl "The Goat" Manigault who is a basketball legend that has been featured in many books, magazines and the movie "Rebound". The Goat was considered the highest jumping basketball player ever and would take quarters off the top of the basketball backboard.

For over twenty years we have been sponsoring a contest to see who can go “To The Top” of the backboard and join “The Goat” as one of the Highest Jumpers in the World!



Tour Dates - August 2017



BALLINGFORPEACE.ORG

STAPLES CENTER

**BALLIN' FOR PEACE PRESENTS
THE NATIONAL
"TO THE TOP" CONTEST**

**CONTESTANTS REACH FOR THE STARS TO JOIN
"THE GOAT"**

AS THE HIGHEST JUMPER IN THE WORLD!

SATURDAY AUGUST 5TH 2017 1:45 P.M.
STAPLES CENTER - NIKE 3ON3

AUGUST 11TH-12TH 2017 4:00 P.M.
GIVE BACK FESTIVAL

NICETOWN PARK - PHILADELPHIA

SUNDAY AUGUST 13TH 2017 3:00 P.M.
VBL CHAMPIONSHIP

VENICE BEACH - CALIFORNIA

SLAM

1411 S Figueroa St, Los Angeles

UPCOMING EVENT



BALLIN' FOR PEACE ALL-STAR WEEKEND WITH GLOWHOUSE GAMING @ DAVE & BUSTERS FRIDAY - FEBRUARY 16, 2018

**NBA ALL-STAR ROOKIE GAME VIEWING PARTY
PRIVATE RED CARPET EVENT! TEEN FRIENDLY FUNDRAISER**

| | | |
|--------------------------|---|--------------------------------|
| 3 ROOMS | EXCLUSIVE OUTSIDE GAMING SYSTEMS ON BIG SCREEN TV'S | SILENT PARTY HEADPHONES |
| LIVE DJ'S | XBOX1 - PS4 VR - NINTENDO SWITCH | 1 HOUR LIVE DJ MIX |
| SPECIAL GUEST | CATERED | FEATURING |
| CELEBRITY PANEL | GAME CARDS | NEW MUSIC FROM THE |
| CONTEST | VIDEO HIGHLIGHTS | BALLIN' FOR PEACE |
| LIVE PERFORMANCES | LIVE STREAMING | WEST 2 EAST |
| GIVE AWAYS | MEDIA COVERAGE | SOUNDTRACK |
| SPECIAL AWARDS |  | |

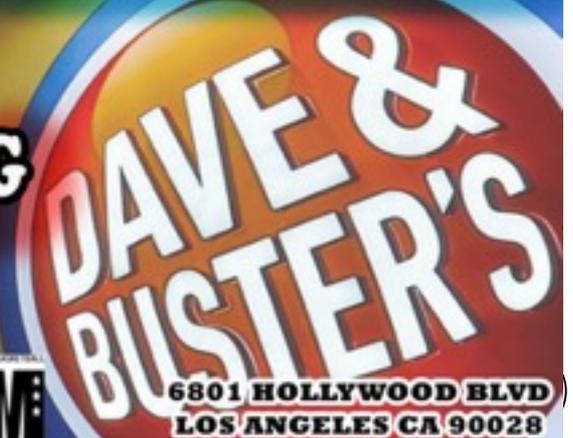
SPONSORSHIP PACKAGES & PRESS KIT AVAILABLE UPON REQUEST - CELEBRITIES & MEDIA WELCOME

MUST RSVP!

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Ballin' for Peace West 2 East Soundtrack



Artist nation wide are submitting music with no cursing, and a positive message. Our target audience is everyone. If we can get people to listen to positive music as well as show them the alternatives to violence we have a chance to make the world a better place. (soundcloud.com/ballinforpeace)

FREE DOWNLOAD
BALLIN' FOR PEACE MIXTAPES VOL. 1 & VOL. 2

Wu-Tang Clan, Redman, Method Man, Ready Roc, Mr. Cream Trench, Problem, Glasses Malone, Eric Kross, Dre From Watts Devin the Dude, KRS ONE, Duckshot, Havoc, Mistah Fab Kam, Rhyme Addicts, Vantage Music Group, J'Zaz, Goodfellas, Macca Tucca, Dez, Airplane Boys, JonDoe700, Phaze, JaeLfa, Team N.L.A. Rob Diggs, The (Six)tones, Ms. Culturez

Special Thanks To The DJ's
Dj Felli Fel, Dj Drama, Dj Demco, Ella G, D, CrashB, Dj Dico, Dj Symphony

BALLINFORPEACE.ORG
TWITTER.COM, FACEBOOK & IG: BALLINFORPEACE

G-Unit
presenting
Ballin' 4 Peace in DA Streets
Official Mixtape

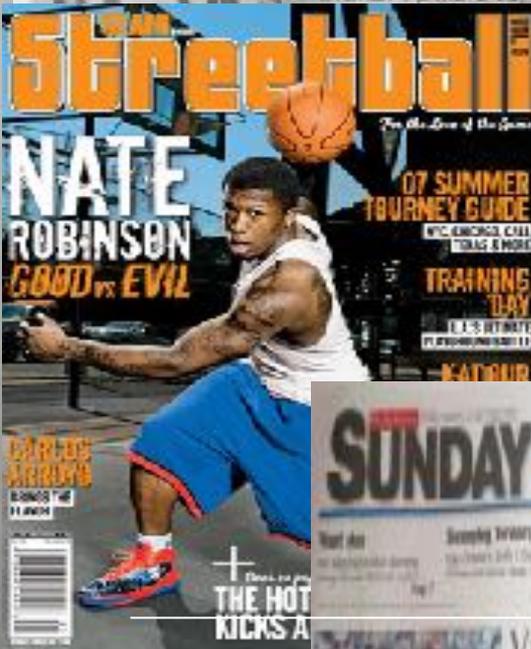
See Featured Music Feat'ing:
Apostle 3J, Cee
LAWRENCE FEAR
NEW GROUP
100 Feet
3 More!

Special List:
"W.O. The President"
&
"So Good"
"Curtis 568"
In Stores
Next Year!

For Professionals The Only Way For You
Unwind & Enjoy... **JUST TRY IT!**
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www.SWIZZAL.COM



MEDIA



Pasadena Star-News

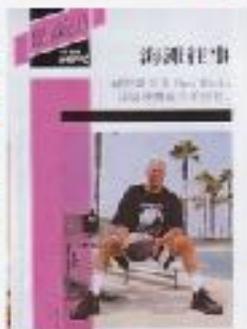
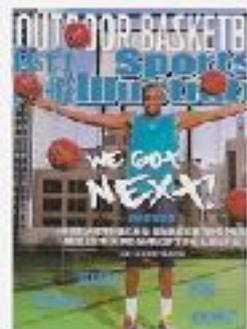
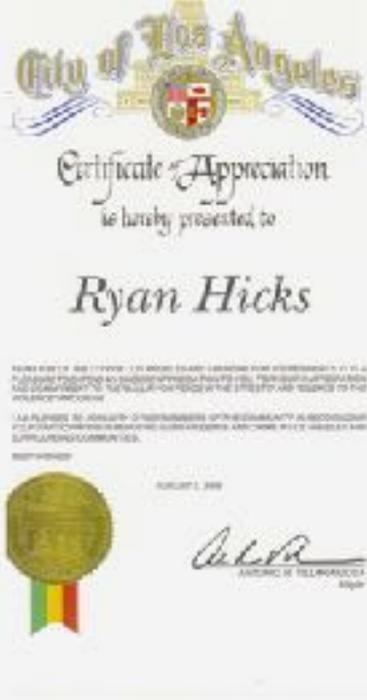
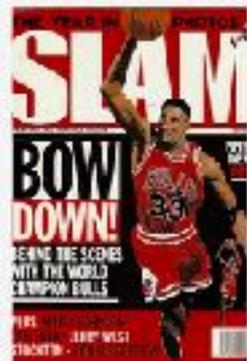
"GETTING LOCKED UP DOESN'T SOLVE PROBLEM"
TREATMENT AND SERVICES, PROGRAMS, BASKETBALL

"THERE'S JUST ONE KID WHO CAN GO THE OTHER ROAD"

Still Having A Buff...

Ballers Ballin





PREVIOUS SPONSORS



TOYOTA



GUERRILLA UNION



MMXLII



KIRSHA ENTERTAINMENT LLC

G Unit



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Please Make Checks Payable to the following: Ballin' For Peace

Ballin' For Peace-NSW - Tax ID# Available upon request

Electronic Payments can be submitted to: Ballin' For Peace at Wells Fargo

ADDRESS

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