



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. Information is available on education, job training, health care services, and crime prevention/intervention.

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

Upcoming Events - Philadelphia 8/11-12/2017 - Venice Beach 8/13/17



Give Back 2017

AUGUST 11th & 12th



Fraternity/Sorority Step Off



Walk For Peace



**Ivan Robinson
Amateur Boxing**



**ZAR Education
Scholarships**



Ballin' For Peace

Live Concerts , College Fair, Children's Activities, Vendors & more...

For Sponsor or Vendor Information go to our website: www.nicetowncdc.org

Or call us at (215) 329-1824

SPONSORS



Keystone First



MASJIDULLAH



"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!

Contestants From Each City Who Reach "The Top" Will Compete Against Each Other In The Grand Finale

All-Star Weekend 2/16/18.



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

THE GOAT BASKETBALL
"Away from Dope"

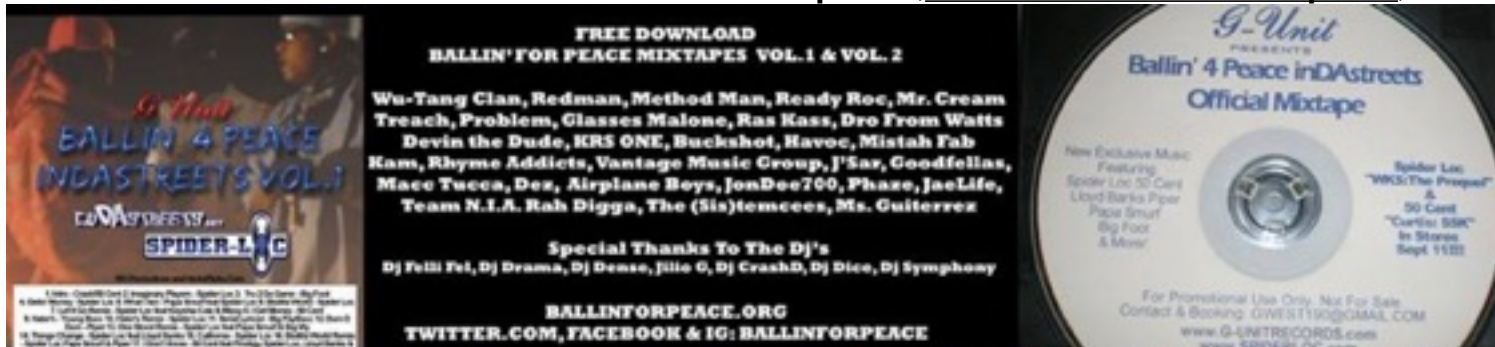
1111 S Figueroa St, Los Angeles

Logos for social media (Facebook, Twitter, YouTube) and the event (SLAM) are visible at the bottom.

Music - Ballin' for Peace West 2 East Mixtape Vol. 3



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)



Ballin' For Peace

**BALLIN' FOR PEACE NIGHT
WITH THE SIXERS**

Game support Ballin' For Peace being honored as the
New York City of the Night

 VS 

January 15, 2015
7:00pm vs. Pelicans
Wells Fargo Center


WILMINGTON COMMUNITY DEVELOPMENT CORPORATION
PRESENTS
The 15th Annual
GIVE BACK
COMMUNITY FESTIVAL & CONCERTS


AUGUST 7-8, 2015

Reseda Park

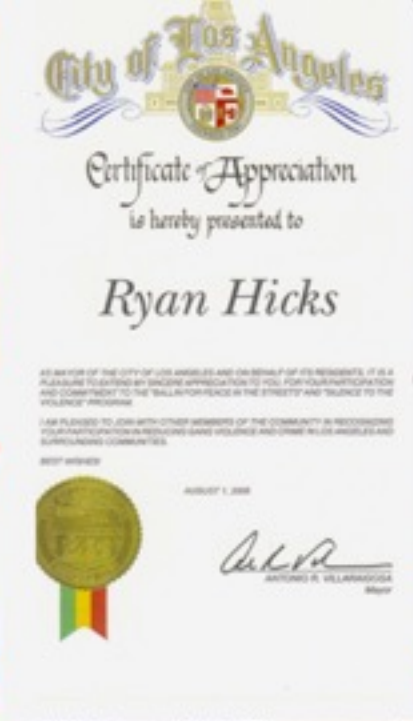
Ballin' for Peace Basketball Showdown

Saturday, August 20, 2011
6:00 PM

SLAM

MEDIA





PREVIOUS SPONSORS



TOYOTA



GUERRILLA UNION

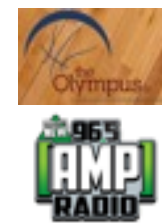


MMXLII



KIASHA ENTERTAINMENT LLC

G Unit



BALLINFORPEACE.ORG

Ryan Hicks

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Quenton L. Bowman Sr.

Director of Communications - qbowan@ymail.com - (215) 385 - 0293

Sharon Batts

Marketing - sharon@bworksentertainment.com - (818) 288 - 1563

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

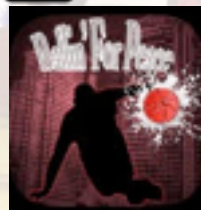
Ballin' For Peace-NSW - Tax ID# Available upon request

Electronic Payments can be submitted to: Ballin' For Peace at Bank of America.

ADDRESS

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818.256.9306



#BALLINFORPEACE
@BALLINFORPEACE