



Ballin' For Peace

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

PREVIOUS EVENTS



12th ANNUAL PEACE DAY! SATURDAY, OCT 6th

Peace Day brings kids, teens, and families from different backgrounds together to celebrate the human spirit with a day of Peace that is absolutely FREE!

Washington Prep. High School
10800 S. Lincoln Ave.
Los Angeles, CA

Schedule: **Oct. 6th**
10am - 5pm

Hosted by: **Parents!**

- Screening of "SECOND-CHANCE SEASON"
- CELEBRITY STREETBALL BASKETBALL GAME featuring Hollywood players including Ballin' For Peace stars
- Live for the "Sleep & Child Abuse" Foundation, Food, Water, Toys, Games, Live music and entertainment, Prizes...and IT'S ALL FREE!!

Specialty: **DJ A&J, L.A. Rap/Pop/Thruout Feet First, KISS, The Girl Machine, NBC**

For more information, please go to www.ballin4peace.org or call 323-454-1000

The New Social Workers Venice Beach Basketball Hall of Fame

September 8, 2015
11:00am to 4:00pm

GAME TIMES:
11:00 Women's Allstar Game
12:00 VBL Championship Game
1:30 Ballin' for Peace Celebrity Game
Half Time Hall of Fame Recognition
4:00 Slam Dunk Championship
4:30 To The Top Contest

For more information visit www.ballin4peace.org

BALLIN' FOR PEACE

FREE EVENT! **Sunday, September 14th**

ROBINSON PARK IN ANAHEIM CALIF.

PASADENA
1084 N. Fair Oaks

Michael Bryant Free Willcall Day @ 880-940-3709

5th All Star Game & 1st The Top Contest 3-4pm

BALLIN' FOR PEACE NIGHT WITH THE SIXERS

Come support Ballin' For Peace being honored as the Most Fun of the Night!

7-11 vs 7-11

January 14, 2015
Shane vs. Patricia
7:00 PM
Wells Fargo Center

The 15th Annual GIVE BACK COMMUNITY FESTIVAL & CONCERTS

AUGUST 7-8, 2015

Ballin' For Peace

From 12-14, Ballin' For Peace will be a special event for the young and old at the *Marriott Marquis* during Festival 12, with a day of fun for all!

Our theme: "Entertainment for Kids and Youth" is for all ages.

STAPLES CENTER

Join us

for Ballin' For Peace Night @ Staples Center with The Los Angeles Clippers

Enjoy The Game!

Saturday, April 11, 2009
6:30 PM

BALLIN' FOR PEACE

WITH THE VBL @ VENICE BEACH

SUNDAY, AUGUST 30th, 2015

FEATURING THE "TO THE TOP" CONTEST

9-12PM KIDS GAMES
12-1PM LEGENDS GAME
1-2PM "TO THE TOP" CONTEST
2-3:30PM VBL FINALS
3:30-5:00PM CELEBRITY GAME

Reseda Park

Ballin' for Peace Basketball Showdown

Later City Basketball League
Sat. Aug. 23, 2015

TO THE TOP CONTEST
WHO WILL BE THE WORLD BEATER?
BALLINFORPEACE.ORG

Ballin' For Peace

All Star City Challenge and Celebrity Game

February 14, 2009

Tyson vs. Plazais at 1pm

8:30 before 12:30
9:15 after 7:30
Kids FREE

Precision High School

WWW.BALLIN4PEACE.ORG

“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!



August 2017 Tour Dates



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



1111 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, Ras Kass, Dro From Watts
Devin the Dude, KRS ONE, Buckshot, Havoc, Mistah Fab
Kam, Rhyme Addicts, Vantage Music Group, J'Sar, Goodfellas,
Macc Tucca, Dez, Airplane Boys, JonDoe700, Phaze, JaeLife,
Team N.I.A. Rah Digga, The (Six)temcees, Ms. Guttervez

Special Thanks To The DJ's
Dj Felli Fel, Dj Drama, Dj Dense, Jiljo G, Dj CrashD, Dj Dice, Dj Symphony

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

G-Unit
PRESENTS
Ballin' 4 Peace inDAsStreets
Official Mixtape

New Featured Music
Featuring
Lil' Jon, Lil' Flip,
Lil' Wayne, Lil' Kim,
Lil' Scrappy,
Lil' Zane,
& More!

Special Mix
"Wu's The Prequel"
&
50 Cent
"Cartier 50 Cent"
In Stores
Sept 11/11!

For Promotional Use Only. No For Sale.
Contact & Booking: GUNIT@GUNITRECORDS.COM
www.G-UNITRECORDS.com
www.SPOTIFY.COM



MEDIA

Ball

Having a ball for peace

Officers, ballers take to Pasadena for tour
BY JAMMAL CORNER
Special to the Daily News



Val Verde Has Its Day in the Park



Valley Press

Ball brings a show with a message



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

Still Having A Ball...

Ballers for Peace did tonight... (text continues)



SUNDAY SPORTS

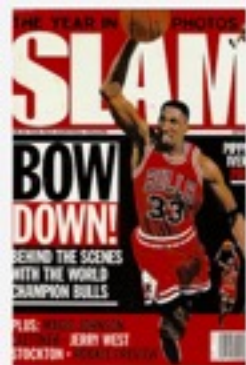
Venus on the mountain

Pasadena Star-News

IF THERE'S JUST ONE KID WHO CAN...



Ratters Jose, los



Certificate of Appreciation is hereby presented to

Ryan Hicks

AN AWARD OF THE CITY OF LOS ANGELES (A MEMBER OF ITS RESIDENTS), IT IS A PLEASURE TO EXTEND AN HONORIFIC AWARD TO YOU FOR YOUR PARTICIPATION AND CONTRIBUTION TO THE "BALL PERFORMANCE IN THE STREET" AND "BALL TO THE VIOLENCE" PROGRAM.

YOUR PLANNED TO JOIN WITH OTHER MEMBERS OF THE COMMUNITY IN RECREATING YOUR PARTICIPATION IN RECREATION GAMES VOLUNTEER AND OTHER IN LOS ANGELES AND BUREAU-ASSISTED COMMUNITY.



AUGUST 1, 2008

Antonio R. Villanarosa Mayor



'GIVE BACK' COMMUNITY FESTIVAL & CONCERT NICETOWN COMMUNITY DEVELOPMENT CORP.



PREVIOUS SPONSORS



TOYOTA

YOUR SOURCE FOR THE BEST IN BASKETBALL



GUERRILLA UNION

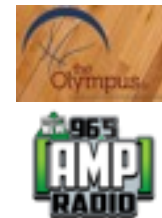


MMXLII



KIASHA ENTERTAINMENT LLC

G Unit



BALLINFORPEACE.ORG

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Jamaal Bethea - Thisis50.com Marketing - jamaal@ballinforpeace.org - (559) 307 - 9472

Sista Asia - Director of Marketing - sistaasia@ballinforpeace.org - (310) 967 - 9067

Quenton L. Bowman Sr. - Director of Communications - quenton@ballinforpeace.org - (215) 385 - 0293

Provat Gupta (Pro) - Public Relations - pro@ballinforpeace.org - (818) 281 - 1890

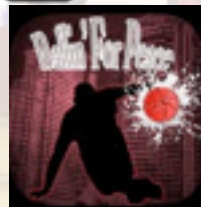
Please Make Checks Payable to the following: Ballin' For Peace

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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