

For Immediate Release

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Earvin “Magic” Johnson Inspires Local Teens To Never Give Up On Their Dreams

Editor’s Note: Print quality photos available

CHICAGO--November 9, 2009—Teens in Chicago’s After School Matters program got a special treat this week. Entrepreneur, philanthropist and NBA Legend Earvin “Magic” Johnson visited the program and spoke with more than 200 teens about the importance of believing in themselves, honing their talents and never giving up on their dreams.

“We are thrilled that students in some of our programs had this unique opportunity to hear from one of the great basketball players of our time, who now is committed to improving inner-city communities across the country,” said David Sinski, executive director of After School Matters. “We appreciate Mr. Johnson’s interest in our organization and look forward to partnering with him on future initiatives.”

While speaking to the teens, Johnson shared his background—growing up in an underserved community in Lansing, Mich. and overcoming numerous setbacks to become one of the greatest NBA players of all time. He discussed the value of a strong work ethic, strategic planning and leadership skills, which helped him achieve success in his current work as chairman and chief executive officer of Magic Johnson Enterprises (MJE) and chairman and founder of the Magic Johnson Foundation (MJF), and how those organizations allow him to give back and bring renewal to communities in urban areas, including Chicago.

Johnson spent much of the visit answering questions from the teens on topics ranging from how to start one’s own business to overcoming failures to how to reach one’s maximum potential in life.

Johnson was in town as part of MJE’s ongoing commitment to community outreach in the cities his businesses serves. Through strategic investments, partnerships and endorsements, Magic Johnson Enterprises has a portfolio of companies that strategically work together to reinforce the organization’s focus on serving emerging, multicultural communities. Magic Johnson Enterprises’ Chicago business partner ventures include Starbucks, SodexoMAGIC and a community-based Magic Johnson Empowerment Center that provides access to resources and programming that educate, empower and strengthen individuals through the innovative use of technology.

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ABOUT AFTER SCHOOL MATTERS

After School Matters is a nonprofit organization that offers Chicago teens innovative out-of-school activities through its science37, sports37, tech37, words37 and nationally-recognized gallery37 programs. Programs are provided through a network of public and private partnerships that include the City of Chicago, Chicago Public Schools, Chicago Park District, Chicago Public Library and community-based organizations across the city. Hands-on, project-based programs introduce teens to rewarding careers and help them develop marketable job skills.

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