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# Press Release

## WIN WIN

*Atlanta's at-risk youth benefit from new alliance between two local community groups.*

**L.E.A.D., Inc. and PAL create plan to empower Atlanta's at-risk youth to stay on leadership track.**

*Atlanta, GA, July 26, 2019:* L.E.A.D., Inc. CEO, CJ Stewart and Sergeant James Flinders, Atlanta Police Athletic League Summer Camp Coordinator meet to develop seamless path between their respective programs to empower Atlanta's at-risk youth to become future leaders.

L.E.A.D. Ambassadors will continue to serve their community by mentoring PAL participants. The Ambassadors will help with coaching, skill development and support by attending games. This opportunity allows them to hone their own leadership skills and earn community service hours. PAL participants who play baseball and are past age 12, will have a chance to continue in L.E.A.D.'s baseball-based leadership programs.

L.E.A.D., Inc. serves 350 at-risk Black boys each year in Atlanta's Middle and High School through baseball. L.E.A.D. participants are empowered to graduate from high school, attend college or technical/trade school and enter a sustainable career with the expectation that they become leaders and serve their communities. In Atlanta, young, Black males have less than a 50% chance of graduating from high school. L.E.A.D. has been hard at work to change that stat.

Atlanta's Police Athletic League (PAL) serves the city's at-risk youth through sports including baseball. PAL's baseball program serves ages 8 – 12. After age 12, a PAL participant has the chance to continue in L.E.A.D.'s baseball-based leadership program.

For further information and contact Kelli Stewart, Co-Founder and Executive Director of L.E.A.D., Inc. via phone at 404.662.2538 or email at [kelli.stewart@lead2legacy.org](mailto:kelli.stewart@lead2legacy.org)

#### **About L.E.A.D., Inc.**

[L.E.A.D.](#) stands for Launch, Expose, Advise, Direct. It is a **501 (c)3 nonprofit organization** operating in Atlanta, Georgia. Its mission is to empower an at-risk generation to lead and transform their City. Through year-round Pathway2Empowerment Programming, LEAD is inspiring and equipping young, Black males to earn positions of leadership in business, education and government in Atlanta and beyond.

#### **About Atlanta's Police Athletic League**

The [Atlanta Police Athletic League](#) is a non-profit public benefit corporation. Its mission is to provide a safe environment for youth to reach their full potential, through partnerships with police and community; utilizing athletics and other programs which are geared to improving the quality of life of its participants. By promoting confidence, self-esteem, civic engagement, academic achievement, and social principles, this program will aide them in becoming productive members of society.

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