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Media Advisory

Scholarship Madness Campaign Headed to Six NYC Schools

What: AthLife Foundation President and Founder, Jon Harris, accepted a challenge to make 1,100 free throws during an 11 school tour across CT, NJ, NY, and PA, within a 24-hour time frame to fund scholarships for the graduating class of 2016 at each of the respective schools.

Who: Heisman Academic Impact Schools
AthLife Foundation Staff

When & Where: Saturday, November 21st, 2015
@ 10:00 AM (Park East/East Harlem Pride – Manhattan)
@ 11:30 AM (Rucker School of Comm. Research – Bronx)
@ 11:30 AM (Urban Dove Team Charter – Brooklyn)
@ 3:00 PM (James Madison HS – Brooklyn)
@ 5:30 PM (Port Richmond HS – Staten Island)
@ 7:00 PM (Curtis HS – Staten Island)

Additional Info: The campaign's fundraising platform is set up through PledgeIt. The link for more detail about the campaign can be found at www.pledgeit.org/scholarshipshootaround.

Both schools programs are supported through a partnership with the **Heisman Trophy Trust**.

Why: To benefit deserving student-athletes that participate in well developed leadership and academic programs through the [Kowalski-Robinson Youth Inspire Scholarship](#)

About The AthLife Foundation: The AthLife Foundation is a 501(c)3 non-profit organization whose aim is to ensure that in our nations most challenged communities, deserving student-athletes can achieve academically, garner the skills to succeed in post-secondary pursuits, and be prepared to compete in their future careers beyond sport. The AthLife Foundation's mission currently serves more than 4,000 student athletes in 35 high schools from 14 states and the District of Columbia.

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