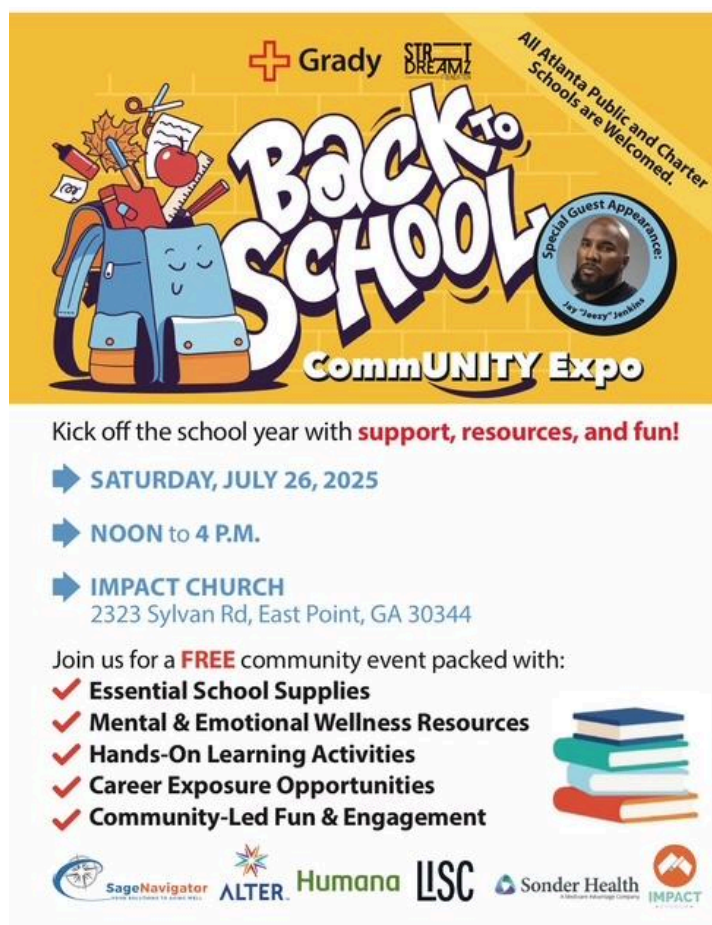


FOR IMMEDIATE RELEASE

JAY "JEEZY" JENKINS' STREET DREAMZ FOUNDATION PARTNERS WITH LISC TO LAUNCH COMMUNITY DAY IN ATLANTA ON 20TH ANNIVERSARY OF "LET'S GET IT: THUG MOTIVATION 101"



The poster features a yellow background with a blue backpack filled with school supplies like pencils, a ruler, and a paper airplane. The text 'Back to School' is written in a large, bubbly, white font with a blue outline. Below it, 'CommUNITY Expo' is written in a smaller, blue font. In the top left corner, there is a red cross icon followed by 'Grady' and 'STREET DREAMZ'. In the top right corner, a diagonal banner reads 'All Atlanta Public and Charter Schools are Welcomed.' A circular inset on the right shows a portrait of Jay 'Jeezy' Jenkins with the text 'Special Guest Appearance: Jay "Jeezy" Jenkins'. Below the main title, the text 'Kick off the school year with support, resources, and fun!' is followed by event details: 'SATURDAY, JULY 26, 2025', 'NOON to 4 P.M.', and 'IMPACT CHURCH 2323 Sylvan Rd, East Point, GA 30344'. A list of activities includes 'Essential School Supplies', 'Mental & Emotional Wellness Resources', 'Hands-On Learning Activities', 'Career Exposure Opportunities', and 'Community-Led Fun & Engagement', each preceded by a red checkmark. To the right of the list is an illustration of a stack of books. At the bottom, logos for SageNavigator, ALTER, Humana, LISC, Sonder Health, and IMPACT are displayed.

Kick off the school year with **support, resources, and fun!**


➡ **SATURDAY, JULY 26, 2025**







➡ **NOON to 4 P.M.**

➡ **IMPACT CHURCH**
2323 Sylvan Rd, East Point, GA 30344

Join us for a **FREE** community event packed with:

- ✓ **Essential School Supplies**
- ✓ **Mental & Emotional Wellness Resources**
- ✓ **Hands-On Learning Activities**
- ✓ **Career Exposure Opportunities**
- ✓ **Community-Led Fun & Engagement**



Free Community Event Features Back-to-School Supplies for 500+ Kids, Health Screenings, Food Distribution, and Wellness Resources

ATLANTA, GA – July 24, 2025 – Cultural icon **Jay "Jeezy" Jenkins**, through his **Street Dreamz Foundation**, announces a transformational partnership with Local Initiatives Support Corporation (LISC) to host "Community Day" on **Saturday, July 26th**—the 20th anniversary of his groundbreaking debut album "Let's Get It: Thug Motivation 101." The free community event runs from **12 noon to 4 PM at Impact Church, located at 2323 Sylvan Rd, East Point, GA 30344**. This impactful event coincides with Jeezy's sold-out symphony orchestra tour stop in Atlanta, highlighting his deep connection to

the city and ongoing commitment to community uplift while celebrating the 20th Anniversary of Let's Get It: Thug Motivation 101.

What began as shared support for ZERO – The End of Prostate Cancer has organically grown into a broader alignment around wellness, youth development, and a 360-degree approach to community transformation. This partnership represents the natural evolution of both organizations' commitment to comprehensive community impact.

Community Day will serve over 500 children with essential back-to-school supplies while providing comprehensive wellness resources and opportunities for families across Atlanta. The event features 25,000 pounds of food distribution, multiple health screening stations for diabetes, blood pressure, and prostate health, plus hands-on learning activities and career exposure opportunities.

Attendees will navigate the event through a virtual passport system, activating stamps at each station to ensure comprehensive engagement with available resources. The initiative exemplifies LISC's 360-degree approach to community impact, connecting Safety & Justice, Health, Education, and Housing programs to support thriving communities. The Urban League has confirmed its support for Community Day by providing vital housing and financial empowerment resources for attendees.

"When we talk about building real change in our communities, it starts with trust, commitment, and knowing that the people on the ground matter," said **Jeezy**. "That's why I'm proud to announce a transformational partnership between Street Dreamz Foundation and LISC—a national leader that has stood shoulder-to-shoulder with local organizations for over four decades."

The partnership represents a strategic alignment between Street Dreamz Foundation's grassroots community investment approach and LISC's infrastructure and investment tools. Together, they're launching a comprehensive strategy that positions health, entrepreneurship, and youth development at the center of community progress.

"Street Dreamz has always believed in investing in wellness, opportunity, and leadership from the inside out. LISC shares that belief—and brings the infrastructure, investment tools, and reach to help us scale what works," **Jeezy** continued. "This partnership isn't about charity—it's about building power. It's about making sure our neighborhoods have access to the same opportunities, the same capital, and the same future as anywhere else."

Community Day Event Highlights:

- **Essential School Supplies:** Free distribution for 500+ children
- **Food Distribution:** 25,000 pounds of groceries for families
- **Health Screenings:** Diabetes, blood pressure, and prostate screenings
- **Mental & Emotional Wellness Resources:** Professional support and information
- **Hands-On Learning Activities:** Educational engagement for all ages
- **Career Exposure Opportunities:** Professional development and networking
- **Community-Led Fun & Engagement:** Entertainment and activities

The July 26th event marks the beginning of a year-long series of community activations designed to meet people where they are—from barbershops to sports fields to creative classrooms. The partnership plans to engage thousands of youth, support local small businesses, amplify grassroots organizations, and host field activations in cities including Atlanta, Detroit, Cincinnati, and beyond.

"Over the next year, we're rolling out a series of activations designed to meet people where they are," **Jeezy** explained. "These aren't one-off events—they're building blocks for long-term opportunity, wellbeing, and economic mobility."



The timing of Community Day on the 20th anniversary of "Let's Get It: Thug Motivation 101" underscores Jeezy's continued commitment to community empowerment and his evolution from artist to community leader. The album, which debuted at No. 1 on Billboard's Rap and R&B charts and went double platinum, became the soundtrack to a generation's ambition and the musical embodiment of turning pain into purpose.

"We invite our partners—from brands to funders to local leaders—to walk with us," Jeezy concluded. "Because this isn't just a campaign. It's a movement. And it's powered by the heart of the community."

Event Details:

- **Date:** Saturday, July 26, 2025
- **Time:** 12:00 PM - 4:00 PM
- **Location:** Impact Church, 2323 Sylvan Rd, East Point, GA 30344
- **Cost:** FREE to the community
- **Registration:** Not required

For more information about Street Dreamz Foundation, visit <https://streetdreamzfoundation.org/>.

For more information about LISC, visit lisc.org.

About Street Dreamz Foundation: The Street Dreamz Foundation is a registered 501 (c) (3) non-profit organization that encourages a generation of at-risk youth to become effective leaders through programs that foster independence and respect for others, while educating and motivating each child to reach their ultimate potential in their area of interest. The Street Dreamz Foundation, founded in 2001 by Grammy nominated multi-platinum music artist Jeezy, was created to provide aide and opportunity to underserved communities worldwide.

About LISC: Local Initiatives Support Corporation (LISC) is a national nonprofit that has invested more than \$25 billion to build opportunity in underinvested places. LISC brings together community residents, support organizations, funders and policy makers to achieve large-scale change that helps people and places thrive.

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