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## BUILDING A NATIONAL MOVEMENT

2013 IN REVIEW: How Laureus and Mercedes-Benz USA partnered to support sport for development projects in 15 cities across the nation

**MERCEDES-BENZ USA, DEALER PARTNERS**

**ADD \$2M**

**IN FUNDING TO LAUREUS  
SPORT FOR GOOD FOUNDATION USA**

**INCREASED SUPPORT ALLOWS NATIONAL COACHING PROGRAM  
TO EXPAND IN NEW ORLEANS AND REACH NEW U.S. CITIES**

**M**ercedes-Benz USA (MBUSA) announced in September that the company and its dealers have committed additional funding of \$2 million to the Laureus Sport for Good Foundation USA, a charitable organization that sponsors projects in the U.S. to improve the lives of youth through the power of sports. This funding, combined with \$1.3 million of support in 2012 and the support of Laureus' USA's other global partner IWC Schaffhausen, is allowing Laureus to widen the impact of sport for development. Since 2012, Laureus USA has supported 650 coaches in sports-based youth development projects in underserved neighborhoods in 15 U.S. cities through Up2Us's groundbreaking national mentoring program, Coach Across America (CAA).

**BESIDES ADDING NEW CITIES,  
LAUREUS USA IS ALSO USING  
THESE FUNDS TO EXPAND ITS  
INVESTMENT IN CURRENT CITIES.  
IN NEW ORLEANS, THE PROGRAM  
WILL NOW SUPPORT THE  
TRAINING AND PLACEMENT OF 30  
CAA COACHES IN 18 AFTERSCHOOL  
SPORTS PROGRAMS, BENEFITTING  
4,048 YOUTH.**

This represents a more than \$500,000 investment in the community and the creation of new jobs for 18-24 year olds in a city that shows a 23 percent unemployment rate for this age group. The ongoing commitment of Laureus USA and MBUSA to New Orleans is establishing sustainable social improvement within the region.

An annual national analysis by CAA confirmed that 56 percent of youth participating in a program run by a CAA coach reported an increase in physical activity levels.<sup>1</sup> Laureus USA and MBUSA's support of the CAA program in NOLA has provided local kids more opportunities to participate in afterschool sports programs.

"Laureus USA is not about parachuting in a solution to the issues facing children in New Orleans. We are fully invested in this city. We want to support on-the-ground leaders within the community, often young leaders, and assist them to deliver programs and education to other young people in this community," said Laureus World Sports Academy Chairman Dr. Edwin Moses, a two-time Olympic Champion.

Moses and Laureus Academy Member Marcus Allen, Hall of Fame Running Back, returned to New Orleans in September alongside MBUSA representatives including President and CEO Steve Cannon to thank Up2Us CAA coaches and inspire participants in a sport for development program called Youth Run NOLA (YRNOLA).





LAUREUS ACADEMY MEMBER MARCUS ALLEN RACING YOUTH AT AN EVENT IN NEW ORLEANS

“MERCEDES-BENZ USA AND OUR DEALER PARTNERS HAVE ALWAYS BEEN INVESTED IN GIVING BACK TO OUR LOCAL COMMUNITIES... THIS COLLABORATION COMBINES OUR PASSION FOR COMMUNITY AND SPORTS”

**STEVE CANNON**  
PRESIDENT AND CEO OF MBUSA

“Mercedes-Benz USA and our dealer partners have always been invested in giving back to our local communities,” said Steve Cannon, president and CEO of MBUSA. “On the marketing side, we’re also a key player in the sports arena as sponsor of several high-profile athletic events and the Mercedes-Benz Superdome in New Orleans. This collaboration combines our passion for community and sports in a way that really makes a positive difference for today’s kids.” According to a report from the city of New Orleans, just over 36 percent of high school students meet the recommendation on physical activity<sup>2</sup>. Solutions to combat issues affecting youth are sorely needed.

This investment also provides employment opportunities and relevant experience in the sport for development sector for young adults in this tough economy. Many of the coaches recruited by Up2Us for its Coach Across America program are from the local community.

“The field of coaching youth sports is being professionalized by Up2Us. This means that we need to prepare coaches for roles that go beyond conventional approaches to coaching,” commented James Kallusky, director of Up2Us’ Coach Across America program.

“We believe that many kids possess an inordinate amount of unrealized potential and possibility, and that providing them meaningful experiences through sports with a well-trained coach is one of the best ways to unlock that potential. Mercedes-Benz USA and Laureus USA are investing in more than youth sports, they are investing in a brighter future for many of the kids that participate in Up2Us’ Coach Across America program.”

In addition to its support of a nationwide coaching force, Laureus USA also supports three other sport for development programs thanks to the support of its global partners; these programs include Fight Back, I Challenge Myself, and Row New York.

Laureus USA aims to bring new investment into the sport for development sector in 2014, allowing more youth nationwide to have access to sports as a tool for social change.

1.Source: Up2Us’ Coach Across America’s annual national analysis  
2.Source: A Healthy Lifestyles in New Orleans Report by the City of New Orleans

“MERCEDES-BENZ USA AND LAUREUS USA ARE INVESTING IN MORE THAN YOUTH SPORTS, THEY ARE INVESTING IN A BRIGHTER FUTURE FOR MANY OF THE KIDS THAT PARTICIPATE IN UP2US’ COACH ACROSS AMERICA PROGRAM.”

**JAMES KALLUSKY**  
DIRECTOR UP2US  
COACH ACROSS AMERICA

LAUREUS AMBASSADOR AND DENVER NUGGET DANILLO GALLINARI SPOKE WITH STUDENTS IN DENVER TO INSPIRE THEM TO CONTINUE PLAYING TENNIS



# GOING BEYOND HOPE

**H**ope is not enough. Hope won't extract kids from gang violence, provide them access to healthy food, or expose them to different opportunities. Kids from disadvantaged communities need hope, a support system, an action plan, and a commitment of and resources to the issue in order to drive change. Laureus USA and Mercedes-Benz USA have teamed up with Up2Us to provide youth from disadvantaged communities with this full spectrum of support to help youth create change in their lives and communities.

Isaac Williams is an Up2Us Coach Across America coach at Touching Miami with Love [TML]. TML, a member organization of Up2Us, is a non-profit organization that offers an after school program for K-8 and high school aged youth. Isaac was once a participant in the program and now is a coach and a community leader.



"Last year we asked the kids what activities they'd like to participate in and after voting, they added table tennis to the always popular football and basketball activities," said Isaac. "We had just instituted an enrichment program that was around tennis. The kids even made homemade racquets. As they were getting into it, suddenly, Monica Seles showed up."

Monica Seles, a Laureus Academy Member, lives near the community and joined Laureus USA in August 2013 to visit TML for a practice. "Her visit gave our kids hope," said Isaac. Isaac is using his position as a coach to ensure youth from his community feel empowered. He and the rest of the TML team act as a support system for these kids, providing consistent leadership and direction.

**'I WANT TO USE THIS OPPORTUNITY TO NOT JUST TEACH SPORTS BUT TO TEACH THE VALUES WE CAN LEARN FROM SPORTS. I WANT OUR KIDS TO WANT MORE'**

**ISAAC WILLIAMS**  
UP2US COACH ACROSS AMERICA COACH

TML's program provides an action plan to help the kids succeed. "We offer homework help by providing on-site tutors, provide themed enrichments to expose our youth to different cultures and activities, and require our youth to participate in our fitness component for at least 45 to 60 minutes every day."

Organizations like TML and the youth in the program are strengthened tremendously by infrastructure and resources. Mercedes-Benz USA has made a commitment to continuing to provide the support needed to drive change in this sector. Thanks to the strength of the partnership between Laureus USA, MBUSA, and Up2Us, the sport for development sector in the US is collectively providing youth with hope, a plan, and the resources to allow them to achieve.

LAUREUS ACADEMY MEMBER MONICA SELES MEETING WITH YOUTH FROM A LOCAL PROJECT IN OVERTOWN, MIAMI

# FIGHTING THE SAME BATTLE 2,500 MILES APART

**S**ensei Will Lawton, Chief Instructor at Laureus-supported Fight Back Martial Arts School in Bronx, NY, recently joined several other program leaders on a trip to Rio de Janeiro, Brazil to exchange best practices with another Laureus-supported project, Fight for Peace.

Fight for Peace is a unique program located in the heart of a Brazilian favela called Mare. "Fight for peace became an instinctive response to the problems that you find in many favelas in Rio de Janeiro," said Luke Dowdney, who cofounded the boxing program in 2000 to address gun violence on the streets. In the last decade nearly 30,000 young people between 15-24 years old were murdered in Rio de Janeiro, the majority by firearms.

"Being there and seeing what Luke is doing with Fight for Peace makes my job seem much easier here. The kids in Rio are dealing with serious violence. If the program can work there, the model can work everywhere," said Lawton.

Still, Lawton often encounters people who believe that teaching young children from a violent community about martial arts or boxing will lead them to use those techniques in the streets, thus proliferating the behavior the program intends to curb.

**'FIGHT FOR PEACE BECAME AN INSTINCTIVE RESPONSE TO THE PROBLEMS...'**

**LUKE DOWDNEY**  
COFOUNDER, FIGHT FOR PEACE, RIO DE JANEIRO



SENSEI WILL LAWTON VISITING BRAZIL

**'WE'VE TURNED SHY, NON-CONFIDENT KIDS INTO CHAMPIONS'**

**SENSEI WILL LAWTON**  
CHIEF INSTRUCTOR, FIGHT BACK NEW YORK

"We're not here to build robbers and thugs, we're giving kids a sense of self-esteem so that they can say no. They can say no to the gangs. They can say no to the drugs. Their confidence shows through and then they won't have to say no. Knuckleheads know who to pick on. They see a kid with confidence, and the thugs just walk on. We've turned shy, non-confident kids into champions," said Lawton.

Both organizations are helping youth become winners in their competitions and in life, therefore a natural opportunity surfaced to share best practices between the organizations. "I went down to Rio to learn how to make my program better. I was very interested in learning how to build a strong youth council," Lawton said.

The council will be a place where young leaders who have grown up in the program can provide others in the community with any additional resources they need to succeed.

"We want to be able to provide them with advice, help them with job placement, provide resources for psychological council, and provide any additional help these kids need," Lawton said.

Lawton anticipates the council will be organized and formalized within the next six months. Going to Brazil and learning from Fight for Peace "is going to help me improve my program, and further help the kids from the Bronx stay away from thugs and the thug life," Lawton said.

# FIGHT BACK MY STORY

## ADINA FARRELL, 19

“I think Mixed Martial Arts is a team sport because though we are doing things individually, we’re working as a team,” says Adina Farrell, 19, of Bronx, NY. Since she was five years old, Farrell has participated in a martial arts program called Fight Back. She now teaches at the program.

“We’re a big family, whether we are in class or online after, I think we move together. Everyone acts as one team.” Her own family has become involved in the dojo, and continues to encourage her to succeed. Her three brothers have all gone through classes in the program, her mother films competitions and volunteers with the organization, and her father often offers her helpful critiques on how she can improve her performance.

Farrell’s parents offered strong support since she was a small, shy child walking into the dojo for the first time. After about a year in the program, Adina was comfortable competing in front of a crowd.

**‘WE’RE A BIG FAMILY, WHETHER WE ARE IN CLASS OR ONLINE AFTER, I THINK WE MOVE TOGETHER. EVERYONE ACTS AS ONE TEAM.’**

**ADINA FARRELL**  
FIGHT BACK TEACHER



PARTICIPANTS FROM THE PROGRAM FIGHT BACK



YOUTH PRACTICING AT THE FIGHT BACK DOJO IN NEW YORK

“When I won my first tournament, I realized I wasn’t shy anymore,” said Farrell.

Farrell quickly developed into a strong fighter, winning many grand championships. Her personal drive and ambition makes her consistently want to perform better. Still, she has never been in a fight out of the dojo or competition, and she encourages her students to forge the same path.

Farrell will be returning to college to pursue teaching, a passion she developed as a Sensei at Fight Back. “Working here has shown me how different kids need different types of attention and teaching mechanisms.”

With the support of her family and team, Farrell has grown personally in this project and thanks to her teaching experience she is now on her way to building a career around this passion.

**‘WE TEACH PEOPLE THAT THIS SPORT IS ABOUT SELF-DEFENSE, NOT OFFENSE.’**



RIGHT: ADINA FARRELL AND SOME OF HER STUDENTS AT FIGHT BACK



**JUNE**  
**LOS ANGELES**  
JUNE 4, 2013

Laureus Chairman Edwin Moses and Michael Johnson, Academy Member & Olympic Gold Medalist visited Los Angeles with local Mercedes-Benz Dealers and MBUSA Western Region Associates to see the progress of the programs in the community at preventing children from involvement in gang violence. "I feel safe at this program and with my coach," said program participant Anthony, fifth grade.



**JULY**  
**MIAMI**  
JULY 23, 2013

Laureus Academy Member, Monica Seles, former Tennis Champion met with local Mercedes-Benz Dealers, MBUSA Southern Region Associates and youth from the program Touching Miami with Love to celebrate the 4,000 youth that have been impacted by Laureus' support of several community projects. Monica tries to teach the youth "that sport can be much larger than just winning," she said.



**AUGUST**  
**BOSTON**  
AUGUST 20, 2013

Laureus Chairman Edwin Moses, Olympic Gold Medalist was joined by Harald Henn, VP & CFO, local Mercedes-Benz Dealers and MBUSA Northeast Region Associates to celebrate the graduation of coaches from Up2Us' National Training Institute.



**SEPTEMBER**  
**SAN FRANCISCO**  
SEPTEMBER 17, 2013

Michael Johnson, Laureus Academy Member and Olympic Gold Medalist, MBUSA Western Region Associates, and local Mercedes-Benz Dealers visited Soccer Without Borders to announce Laureus' commitment to the Bay Area. Johnson said sports are "an extremely powerful tool to help young people learn valuable lessons in life."



**OCTOBER**  
**ILLINOIS**  
OCTOBER 25, 2013

MBUSA Central Region and Parts Distribution Center team joined for a day of sporting activities led by Up2Us' Coach Across America coaches. The MBUSA team got to take part in the types of activities that the coaches use in their community projects.



**NOVEMBER**  
**NEW YORK**  
NOVEMBER 18, 2013

Mercedes-Benz Manhattan met with Up2Us' Coach Across America coaches to provide professional development advice.

**JUNE**  
**CHICAGO**  
JUNE 25, 2013

Laureus Academy Member, Marvelous Marvin Hagler, former World Middleweight Champion boxer, visited Chicago Youth Boxing Club with local Mercedes-Benz Dealers to celebrate the success of Laureus' support one year on. "It helps to keep the kids off the streets," said Hagler about the success of the program.



**AUGUST**  
**BALTIMORE**  
AUGUST 12, 2013

Baltimore VPC Associates along with Paul Violante, DM Baltimore VPC, Renato Razon, GM Human Resources, Candice Lester, HR Business Partner and Laureus Sports for Good Foundation USA Staff Members engaged in sporting activities with the coaches from Up2Us' Coach Across America program.



**AUGUST**  
**NEW YORK CITY**  
AUGUST 24, 2013

Bernie Glaser, VP Marketing welcomed students from the Boylan Street Recreation Center, Newark NJ to Arthur Ashe Kids Day at the US Open, a sporting event and concert.



**SEPTEMBER**  
**NEW ORLEANS**  
SEPTEMBER 30, 2013

Marcus Allen, Laureus Academy Member and Hall of Fame Running Back and Laureus Chairman, Edwin Moses, Olympic Gold Medalist joined Steve Cannon, President & CEO, MBUSA Southern Region Associates, and local Mercedes-Benz Dealers at a Youth Run NOLA practice to celebrate the success of strengthening sport for development projects in New Orleans over the past year. This year 30 coaches were placed in 18 programs in the area, benefiting over 4,000 youth.



**NOVEMBER**  
**DENVER**  
NOVEMBER 12, 2013

Laureus Ambassador and Denver Nugget Danilo Gallinari joined the Mercedes-Benz Central Region visiting USTA Youth Adams 50 in the Denver area to encourage students to continue learning tennis and furthering their education.



**DECEMBER**  
**SEATTLE**  
DECEMBER 3, 2013

Laureus Award Winner and Olympic Gold Medalist Felix Sanchez joined the Mercedes-Benz Western region and its dealers to visit AGE UP, an Ultimate Frisbee program in Seattle, to announce the launch of Laureus' support for the Seattle community.



