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FORMER U.S PDT BARACK OBAMA JOINS NBA AFRICA AS STRATEGIC PARTNER

AND WILL HAVE A MINORITY EQUITY STAKE

Paris, Washington DC, 04.08.2021, 22:05 Time

USPA NEWS - The National Basketball Association (NBA) (www.NBA.com) today announced that former President Barack Obama has joined NBA Africa (https://on.nba.com/3eZjcuX) as a strategic partner."The NBA has always been a great ambassador for the United States—using the game to create deeper connections around the world, and in Africa, basketball has the power to promote opportunity, wellness, equality, and empowerment across the continent," said President Barack Obama. This Wednesday, my favorite guy is turning the big 6-0. I've been kicking around a few gift ideas for him, and there's one that I'd really like you to be a part of. » Michelle Obama , his wife and cofounder of their Obama Foundation, stated.

PRESIDENT OBAMA WILL HELP ADVANCE THE LEAGUE'S SOCIAL RESPONSIBILITY EFFORTS ACROSS THE AFRICAN CONTINENT----------
President Obama will help advance the league's social responsibility efforts across the continent, including programs and partnerships that support greater gender equality and economic inclusion. In this capacity, President Obama will have a minority equity stake in the new venture, which over time he intends to use to fund Obama Foundation youth and leadership programs across Africa.----------
NBA Africa conducts the league's business in Africa, including the Basketball Africa League (BAL) (www.theBAL.com), which held its inaugural season (https://on.nba.com/3rBynjl) in May featuring 12 of the top club teams from 12 African countries. NBA Africa is focused on expanding the NBA's presence in priority African markets, deepening the league's engagement with players and fans across the continent, and continuing to grow Africa's basketball ecosystem through programs like the Jr. NBA, Basketball Without Borders (BWB) Africa and NBA Academy Africa. In addition, NBA Africa has launched several social responsibility initiatives (https://on.nba.com/2UMLuCp) aimed at raising awareness of gender-based violence, supporting girls' education, and improving the livelihoods of African youth and families.

"The NBA has always been a great ambassador for the United States—using the game to create deeper connections around the world, and in Africa, basketball has the power to promote opportunity, wellness, equality, and empowerment across the continent," said President Barack Obama. "By investing in communities, promoting gender equality, and cultivating the love of the game of basketball, I believe that NBA Africa can make a difference for so many of Africa's young people. I've been impressed by the league's commitment to Africa, including the leadership shown by so many African players who want to give back to their own countries and communities. That's why I'm proud to join the team at NBA Africa and look forward to a partnership that benefits the youth of so many countries."----------
"We are honored that President Obama has become a strategic partner in NBA Africa and will support our wide-ranging efforts to grow the game of basketball on the continent," said NBA Commissioner Adam Silver. "In addition to his well-documented love for basketball, President Obama has a firm belief in Africa's potential and the enormous growth opportunities that exist through sports. NBA Africa will benefit tremendously from his engagement."

"We have ambitious growth plans for NBA Africa and having President Obama join our efforts is a recognition that through sport, Africa can take its rightful place on the world stage," said NBA Africa CEO Victor Williams. "We look forward to working with President Obama and our strategic investors to use basketball as an economic growth engine across the continent and as a platform to improve the health and wellness of one of the world's youngest and fastest-growing populations."----------
Strategic investors in NBA Africa include a consortium led by Babatunde "Tunde" Folawiyo, Chairman and CEO of Yinka Folawiyo Group, and Helios Fairfax Partners Corporation (HFP), led by Co-CEO Tope Lawani. Additional investors in NBA Africa include NBA Legends Junior Bridgeman, Luol Deng (South Sudan), Grant Hill, Ian Mahinmi (France; ties to Benin), Dikembe Mutombo (Democratic Republic of the Congo) and Joakim Noah (ties to Cameroon).----------
The NBA has a decades-long history in Africa and opened its African headquarters in Johannesburg in 2010. Since then, the league's efforts on the continent have focused on increasing access to basketball and the NBA through social responsibility, grassroots and elite development, media distribution, corporate partnerships, NBA Africa Games, the launch of the BAL, and more.The inaugural BAL season was broadcast to fans in 215 countries and territories in 15 languages. On Sunday, May 30, Zamalek (Egypt) defeated US

Monastir (Tunisia) 76-63 to win the first BAL Championship. Fans can follow @NBA_Africa and @theBAL on Facebook, Instagram, Twitter and YouTube. Please see this video (https://on.nba.com/3yd99Kv) from President Barack Obama on NBA.com. Source: National Basketball Association (NBA).

ABOUT THE NBA----------

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA and the International Basketball Federation (FIBA) also jointly operate the Basketball Africa League (BAL). The NBA has established a major international presence with games and programming available in 215 countries and territories in more than 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2020-21 season featured 107 international players from 41 countries. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.9 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.SOURCE?National Basketball Association (NBA)

Article online:
https://www.uspa24.com/bericht-19089/former-us-pdt-barack-obama-joins-nba-africa-as-strategic-partner.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Rahma Sophia RACHDI & Jedi Foster

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Editorial program service of General News Agency:
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Official Federal Reg. No. 7442619