



FOR IMMEDIATE RELEASE

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**NEWS RELEASE**

**The Malcolm Jenkins Foundation brings Power Pathway Academy to City of Camden**  
*Through its innovative e-curriculum program, TMJF offers free access to a unique career readiness digital platform*

**CAMDEN —** Today, The Malcolm Jenkins Foundation (TMJF) surprised 350 high school graduates attending the Camden City School District’s five separate virtual commencement ceremonies with the surprise announcement that all of them would receive access to TMJF’s innovative digital empowerment program, Power Pathway Academy.

TMJF has teamed up with Camden’s Mayor Frank Moran and Superintendent Katrina McCombs to harness the abundant talent of Camden’s youth, providing them the opportunity to develop specialized employability skills and connect them into the city’s career opportunities. TMJF Power Pathway Academy will provide in-school and after-school support to CCSD schools. Students from CAMVA and Camden Big Picture Learning Academy will be empowered to create their own digital content featured within TMJF Power Pathway Academy.

TMJF’s Power Pathway Academy, created in collaboration with Philadelphia EdTech company eThree, is a groundbreaking digital career readiness program designed to connect youth and young adults with career pathway opportunities, and the digital “power” skills, and soft “mind” skills required in a highly digital 21st century workforce. Power Pathway Academy engages youth and young adults ages 13-24 on their mobile devices with culturally relevant micro-learning experiences using swipeable, visual storytelling content, aimed to provide exposure and increase their employability value in any career.

“My foundation’s Power Pathway Academy highlights the career journeys of powerful, under-represented role models to create awareness for the wide variety of career pathways available to both college-bound and non-college bound students, including filmmaking, design, digital marketing, coding, advertising, music, fashion design and much more,” said Malcolm Jenkins, founder and chairman of The Malcolm Jenkins Foundation.

“Even before the COVID-19 crisis, schools lacked the resources for adequately equipping students with the technical knowledge and employability skills required for working in a competitive and highly digital workforce. COVID-19 has increased this need for digital career readiness programming, with students losing months of in-person instruction and guidance from

school counselors. This disruption, coupled with unprecedented unemployment rates, has made TMJF Power Pathway Academy an important resource for our youth, whether they are college-bound or going directly into the workforce.” said Jenkins.

As part of its 10<sup>th</sup> Anniversary year, TMJF took on this challenge to accelerate its plans to offer an e-curriculum that would give youth free access to a comprehensive career readiness program with exposure to specialized soft and hard skills currently needed and those that will be in demand in the future as companies restructure to a more remote work environment.

"Camden City School District's vision is to prepare students for college and careers that positively impact their community and the world," said State District Superintendent Katrina McCombs. The Malcolm Jenkins Foundation will be a key partner in helping our students develop employability skills and discover various career pathways. We are grateful for their commitment to our mission of Putting Students First."

“While academic outcomes have improved in Camden, young people still face challenges as it relates to accessing tech and career readiness programming,” said Camden Mayor Frank Moran. “We feel Power Pathway Academy and its innovative e-learning platform will help to bridge the divide. It is critical that students have the tools they need in the classroom to take advantage of job opportunities and pursue a successful career. I commend The Malcolm Jenkins Foundation for not only being an incredible partner in Camden but for their commitment to improving the lives of our young people.”

TMJF’s relationship with Camden is not a new one. In 2018, Malcolm Jenkins received the Key to the City of Camden from Mayor Moran for TMJF’s continued investment in the community.

Partners helping to build The Malcolm Jenkins Foundation Power Pathway Academy content library include Comcast, Microsoft, First Round Capital, Facebook Elevate, DiverseForce, Damari Savile and ListenUp Media. Partner companies are working with TMJF to create digital storytelling features showcasing their company’s own diverse role models. Stories will create awareness for the company’s many career pathway opportunities and emphasize to students the importance of skilling up.

In addition, Comcast and Microsoft will be helping to bridge the digital divide, ensuring students not only are provided with culturally relevant and engaging career readiness programming through Power Pathway Academy, but that they also have access to the hardware and connectivity to benefit from it.

“It is our long-held belief that technology is critical for building social and economic equality. In today’s workforce, digital proficiency is a vital skill set for virtually all sectors of employment, and that’s why we are committed to supporting young people in developing the tech skills that open doors to opportunity,” said Dalila Wilson-Scott, Senior Vice President of Community Impact for Comcast Corporation and President of the Comcast NBCUniversal Foundation. “We are proud to partner with Malcolm and leaders like him who are committed to preparing young people for success in school, their careers and lives.”

Power Pathway Academy leverages the power of the city’s innovative business partnerships, to

ensure the region benefits from an educated and skilled workforce to fuel its growth, and to connect talented young people to the available job opportunities. TMJF seeks to address a critical need, in preparing students for a successful transition from classroom to career.

“In TMJF’s 10th anniversary year, we are excited to scale our impact using the power of digital. We aim to launch Power Pathway Academy in all of the locations where TMJF has a presence, including Philadelphia, Camden, Newark, Atlantic City, Columbus, New Orleans, and Piscataway. We are calling on businesses, both regionally and nationally, to support our efforts so we can scale our impact to cities around the country, giving every student skills they can carry into the workforce,” said Gwendolyn V. Jenkins, CEO and President of The Malcolm Jenkins Foundation.

“The Power Pathway Academy provides companies with a unique opportunity to share their own expertise with young adults around the country, while also featuring their company’s own diverse role models, career paths, skill sets, and stories. It is critical to help expand economic opportunities for underserved youth, specifically those of color, and to connect them with employability skills and career opportunities,” said Mrs. Jenkins.

For more information, to get involved, or to register your student, visit [www.powerpathway.academy](http://www.powerpathway.academy)

### **About The Malcolm Jenkins Foundation**

Founded in 2010, The Malcolm Jenkins Foundation is a 501(c)(3) non-profit public charity with a mission to effectuate positive change in the lives of youth, particularly those in under-served communities; by providing resources, innovative opportunities and experiences that will help them succeed in life and become contributing members of their community. For more information about The Malcolm Jenkins Foundation: [themalcolmjenkinsfoundation.org](http://themalcolmjenkinsfoundation.org)

### **About eThree**

eThree provides a digital education platform focused on delivering real world education that is culturally relevant and engaging. We empower influencers, organizations, and socially-responsible businesses to amplify their impact by creating unique digital experiences to engage fans, consumers and young learners with empowerment education. [www.ethreezone.com](http://www.ethreezone.com)

### **About Comcast’s Internet Essentials**

To maximize the gift of the Power Pathway Academy to the class of 2020, graduates who are not already connected at home can sign up for Comcast’s Internet Essentials program, available to new customers free for 60 days, now through June 30. For more information about Internet Essentials: [www.internetessentials.com/](http://www.internetessentials.com/)

### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company with three primary businesses: Comcast Cable, NBCUniversal, and Sky. Comcast Cable is one of the United States’ largest high-speed internet, video, and phone providers to residential customers under the Xfinity brand, and also provides these services to businesses. It also provides wireless and security and automation services to residential customers under the Xfinity brand. NBCUniversal is global and operates news, entertainment

and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures, and Universal Parks and Resorts. Sky is one of Europe's leading media and entertainment companies, connecting customers to a broad range of video content through its pay television services. It also provides communications services, including residential high-speed internet, phone, and wireless services. Sky operates the Sky News broadcast network and sports and entertainment networks, produces original content, and has exclusive content rights. Visit [www.comcastcorporation.com](http://www.comcastcorporation.com) for more information.