



July 29, 2020

Media Contact:

Kristi Roehm

kristi@8degreespr.com

Rachel Ribeiro

rachel@8degreespr.com

NEWS RELEASE

The Malcolm Jenkins Foundation expands its Power Pathways Academy with local businesses and corporate partnerships

In light of Covid-19, the Foundation pivots from in-person programming to an accessible e-curriculum with local business and corporate partners to develop career pathways for youth

PHILADELPHIA — Today, two-time Super Bowl Champion Malcolm Jenkins and The Malcolm Jenkins Foundation announced new partnerships with local businesses and corporations to expand their free digital curriculum, Power Pathway Academy. The Foundation is developing compelling content and programming through unique partnerships with Comcast, Microsoft, NFL Foundation, Facebook Elevate, DiverseForce, Damari Savile and ListenUp Media.

The TMJF Power Pathway Academy is a digital e-curriculum program that offers students exposure to a wide variety of potential careers for both college-bound and non-college bound students such as filmmaking, design, digital marketing, coding, advertising, music, apparel and much more through an innovative microlearning platform designed to engage youth on their devices through culturally relevant learning experiences.

“Prior to the COVID-19 crisis, many schools were not adequately equipping students, particularly those in underserved communities, with the knowledge or employability skills required for navigating towards high-demand jobs in a competitive and digital workforce. COVID-19 has made this problem exponentially worse – our students missed months of in-person instruction, summer internship programs have been canceled, and some universities may stay closed until 2021,” said Jenkins, Founder and Chairman of The Malcolm Jenkins Foundation.

“As part of its 10th Anniversary year, The Malcolm Jenkins Foundation took on this challenge to accelerate our plans to offer an e-curriculum that would give our 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.”

“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.”

In 2020, the Foundation plans to expand to more than 100,000 high school students in Philadelphia and surrounding areas. The program will then scale to high schools nationally.

“Our future economic growth is dependent upon creating a strong and skilled workforce. Our public schools are our most important, yet underutilized, pipeline for talent development. It is critical to connect students with employability skills and career pathways and partnerships with businesses and companies who have needs to fill specific jobs,” said Gwendolyn Jenkins, President of The Malcolm Jenkins Foundation.

“High Schools need support equipping students with the technical knowledge and employability skills necessary for competing in a strong and skilled workforce and securing career-track job opportunities. We are excited to scale this program and call on interested businesses, both regionally and nationwide to contact us to get involved.”

For more information, visit <https://themalcolmjenkinsfoundation.org>. To maximize the gift of the Power Pathway Academy, Philadelphia students 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 December 31. For more information about Internet Essentials: <https://www.internetessentials.com/>.

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

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 December 31. For more information about Internet Essentials: www.internetessentials.com/

About Comcast Corporation

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