

NATIONAL FOOTBALL LEAGUE

345 Park Avenue
New York, NY 10154
p. (212) 450-2000
NFLCommunications.com
@NFL345



Jocelyn.Moore@nfl.com
Executive Vice President of Communications

Brian.McCarthy@nfl.com
Vice President of Communications

Michael.Signora@nfl.com
Vice President of Football Communications

COMMUNICATIONS

FOR IMMEDIATE RELEASE

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BIG BOI AND NFL ANNOUNCE \$100,000 CONTRIBUTION
TO MARTIN LUTHER KING JR. CENTER
FOR NONVIOLENT AND SOCIAL CHANGE

As part of the NFL's #InspireChange social justice initiative, the NFL and Big Boi's commitment will further the education and training principles, philosophy and methods of Dr. King's nonviolence movement.

The King Center has been a global destination, resource center and community institution for over 50 years. The King Center is dedicated to ensuring that the King legacy not only remains relevant and viable but is effectively leveraged for positive social impact.

The entire NFL family is committed to conversations and actions that move us towards a more equal and just tomorrow. Inspire Change showcases how NFL players, clubs, and the league are joining together to create positive change in communities across America, helping ensure that equal opportunity becomes a reality for all.

About Big Boi:

Atlanta indisputably set the pace for modern hip-hop. However, Big Boi set the pace for Atlanta, and by proxy, the culture at large. If the genre of hip-hop ever gets its own "Rap Mount Rushmore," a legacy as the region's foremost wordsmith, funkiest gentleman, and resident *ATLien* certainly guarantees a place for the diamond selling artist, rapper, songwriter, record producer, actor, philanthropist born Antwan André Patton. Big made history as the preeminent spitter of the Dungeon Family and one-half of OutKast. The legendary duo sold 25 million albums and garnered seven GRAMMY® Awards, becoming the first and only hip-hop artist in history to win the GRAMMY® for "Album of the Year" upon release of their 2003 RIAA Diamond-certified *Speakerboxxx/The Love Below*. Big Boi made his proper introduction as a solo artist in 2010 with *Sir Lucious Left Foot: The Son of Chico Dusty*. A modern classic, it captured #3 on the *Billboard* Top 200 and landed on *Pitchfork's* "100 Best Albums of the Decade 'So Far'." Following a succession of high-profile album releases, Big Boi released his latest album, *Boomiverse* in 2017. The smash single "All Night" sound tracked a high-profile Apple Animoji commercial, blew up radio, and clocked 40 million streams within a year. The song also hit the Top 30 on the pop chart and Top 10 at Rhythmic.

About the King Center:

The Martin Luther King, Jr. Center for Nonviolent Social Change (The King Center) is a 501(c) (3) organization established in 1968 by Mrs. Coretta Scott King. The King Center is the official living memorial and programmatic nonprofit organization committed to educating the world on the life, legacy, and teachings of Dr. Martin Luther King, Jr. The King Center serves to inspire new generations to carry forward King's unfinished work, strengthen causes and empower change-makers who are continuing his efforts today. The King Center's premiere educational initiative, Nonviolence365®, is based on Dr. King's nonviolent philosophy and methodology. His teachings engage participants from various sectors of

society, including emerging and next generation leaders, in modules and exercises that enhance communication, leadership, interpersonal and conflict reconciliation skills.