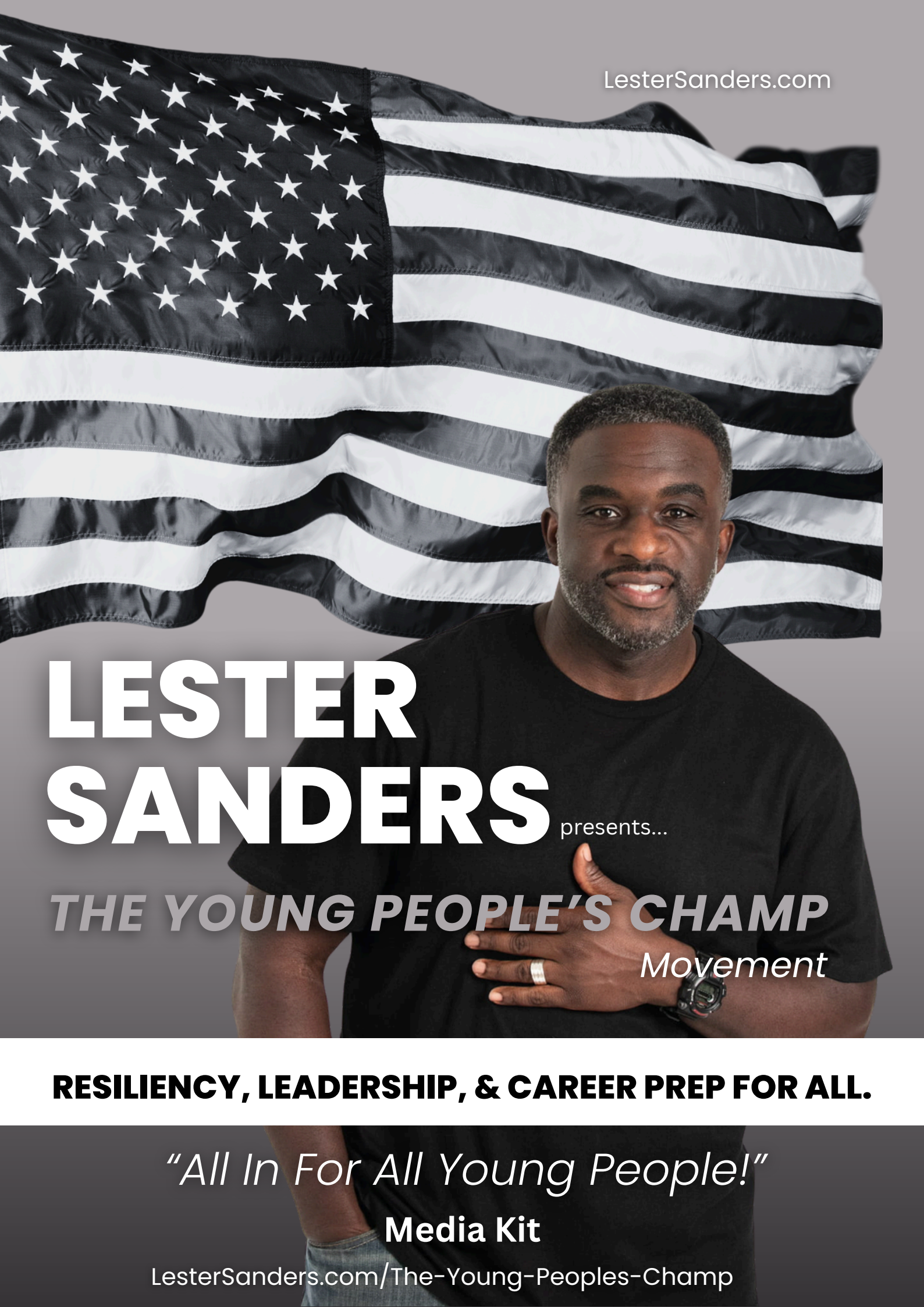


LesterSanders.com

LESTER SANDERS presents...

THE YOUNG PEOPLE'S CHAMP

Movement

RESILIENCY, LEADERSHIP, & CAREER PREP FOR ALL.

"All In For All Young People!"

Media Kit

LesterSanders.com/The-Young-Peoples-Champ

CONTENTS.

THE YOUNG PEOPLE'S CHAMP MOVEMENT - MEDIA KIT

"All In For All Young People"

3 Meet The Founder

4 Official Name

4 Official Tagline

4 Official Positioning Statement

4 Mission

4 Vision

5 Core Belief

6 Platform

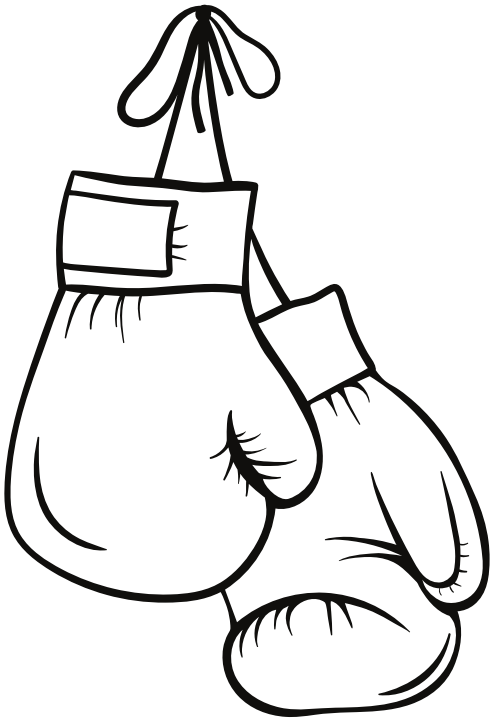
7 Clarity Statement

7 Key Media Talking Points

8 Official Call To Action

8 Official Slogans

9 Contact



MEET THE FOUNDER.



Lester Sanders

The Young People's Champ

Lester Sanders is a national speaker, student and student-athlete communicator, and success advocate, dedicated to helping young people turn life's challenges into opportunities.

For more than two decades, Lester has worked with students, student-athletes, educators, coaches, parents, schools, colleges, universities, nonprofits, and community organizations to improve academic achievement, personal development, leadership, and career readiness. For more information, visit LesterSanders.com.

His Personal Mission is Simple:

To help young people believe in themselves, prepare for their future, and become the change they want to see.

OFFICIAL NAME.



The Young People’s Champ Movement

OFFICIAL TAGLINE.

“All In For All Young People”

OFFICIAL POSITIONING STATEMENT.

The Young People's Champ Movement is a youth empowerment Call To Action dedicated to helping young people develop the resiliency, personal leadership, and career-preparation skills needed to succeed in academics, sports, careers, and life.

The movement exists to inspire, motivate, and empower the next generation to overcome adversity, make wise decisions, maximize their potential, and become productive leaders in their communities.

The movement is a social media and in-person speaking and coaching drive. We meet them where they are, online, in schools, or in communities. Through impactful content, live presentations, and meaningful conversations, we aim to fulfill our mission.

MISSION.

To equip young people with the mindset, habits, skills, and confidence needed to meet life’s challenges and achieve their goals and dreams.

VISION.

A generation of young people who lead themselves well, overcome adversity, make responsible decisions, and positively impact their communities.

Core Belief.

Every young person deserves:

- Hope
- Opportunity
- Direction
- Encouragement
- Positive Role Models
- Life Skills Education
- A Champion In Their Corner

"A genius without a roadmap (GPS) will get lost in any country.
But an average person with a roadmap (GPS) will find their way to any destination."
~ Brian Tracy

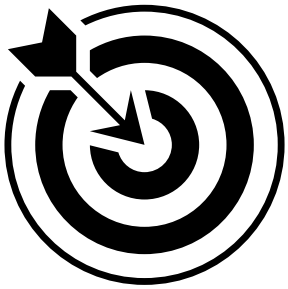
“Championing young people is standing with them, speaking up for them, believing in them, and helping them become the best version of themselves.”
~ The Young People’s Champ Movement

"For these are all our children, we will all profit by or pay for what they become."
~ James Baldwin

“Be the change you wish to see in the world.”
~ Mahatma Gandhi



PLATFORM.



Issue #1 - Resiliency

Handle Hard Better.

Life will test you. Resiliency helps you get back up, learn from adversity, and keep moving forward when things do not go as planned.

Issue #2 - Personal Leadership

Lead Yourself First.

Before you can lead others, you must learn to lead yourself. Personal leadership and development are about discipline, decision-making, responsibility, confidence, and character.

Issue #3 - Career Preparation

Prepare Today for Tomorrow's Opportunities.

Dream achievement requires preparation! Career preparation helps young people connect their gifts, goals, work ethic, and opportunities to build a future they can be proud of.

CLARITY STATEMENT.

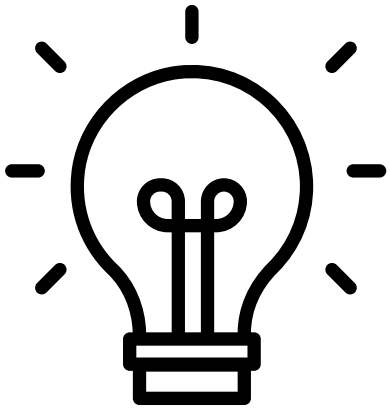
The Young People's Champ Movement is not a political campaign.

It is a youth empowerment movement designed to capture attention, spark conversation, inspire action, and encourage young people to invest in their personal growth, leadership development, and future success. The target age range for Young People is 15 to 28.

The movement uses the language and energy of a political campaign to promote positive life skills, educational achievement, career readiness, and responsible citizenship.

KEY MEDIA TALKING POINTS.

1. Every Young Person Matters.
2. Challenges Can Become Opportunities.
3. Lead Yourself First.
4. Preparation Creates Opportunity.
5. Education Is A Pathway, Not A Guarantee.
6. Resiliency Is A Superpower.
7. Be The Change You Want To See.



WHO or WHAT is LESTER RUNNING AGAINST?

"I'm running and fighting against excuses, procrastination, self-doubt, wasted potential, and unfulfilled dreams."

OFFICIAL CALL TO ACTION.

This movement is for every young person who has ever been counted out.

Every student trying to find their way.

Every student-athlete trying to balance pressure and purpose.

Every young adult trying to figure out what comes next.

Every parent, educator, coach, and caring adult who still believes in the next generation.



Now is the time to stand up.

Now is the time to lead.

Now is the time to prepare.

Now is the time to become the change.

OFFICIAL MOVEMENT SLOGANS.

- Lester Sanders — The Young People's Champ
- All In For All Young People
- Be The Change You Want To See
- Building Competitors and Champions For “The Game of Life”
- Turning Challenges Into Opportunities
- We Do What We Have To Do; So We Can Do What We Want To Do

Contact.



Book your FREE Consultation today to learn more and discuss your needs!

*A **Young People's Champion** is a person who believes in the unlimited potential of young people and is committed to helping them develop the character, confidence, resilience, leadership, and life skills necessary to achieve their goals, fulfill their purpose, and become productive contributors to society.*

