



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Monday, June 9, 2025

### **Eye of the Tiger Foundation Launches to Solve America's Youth-related Challenges Through Its Proprietary TIGER Accelerator Program**

**Upper Marlboro, MD** — A bold new initiative is rising to champion civility, community responsibility, academic and athletic excellence, and entrepreneurial success among America's youth. The **Eye of the Tiger Foundation**, a nonprofit organization, dedicated to empowering underserved youth, proudly announced its official launch on Monday, June 9, 2025.

Headquartered in Maryland, the Eye of the Tiger Foundation was founded with the mission to cultivate strength, resilience, discipline, determination, and self-esteem in America's youth. The Foundation provides transformative programs that solve many of the youth-related challenges which major metropolises, throughout the US, currently face including: juvenile delinquency and crime; lower academic performance; mental and physical health issues; unstable family structures and peer pressure; and economic challenges. The Foundation's innovative youth development programs, strategic partnerships, mentorship, and community-driven initiatives aim to equip young people with the tools they need to succeed in any field of endeavor —regardless of their background or circumstances.

According to Luis V. McSween, Founder, President, and Chairman of the Eye of the Tiger Foundation:

"This foundation was born out of a desire to inspire strength, wisdom, courage, resilience, perseverance, and pride in one's identity—the same qualities represented by the Eye of the Tiger. Through our proprietary TIGER Accelerator, the Eye of the Tiger Foundation will put our nation's youth on the fast track to success. Our Accelerator is a proven structure, strategy, and system for success and the TIGER is also a very important acronym for us. Our Foundation teaches participants:

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- to **THINK** independently and then take wise action;

- to be **INNOVATIVE** in using their talents and skills to develop products and services that the world needs;
- to be **GOAL-ORIENTED** by setting themselves free of distractions and by focusing their energies on constructive endeavors;
- to fuel their sense of **ESTEEM** and self-confidence by strategically choosing the right friends and associates, as well as the right environments; and
- to have **RESPECT** for themselves and their communities.”

The Foundation's core programs focus on:

- **Civility, Leadership, and Professional Deportment:** Cultivating leadership qualities, effective public speaking, manners and social etiquette, civic engagement, and a sense of responsibility towards their communities.
- **Personal Development and Self-Esteem:** Supporting young people in developing self-confidence and learning self-awareness, as well as emotional regulation, resilience, and independence to lead fulfilling lives.
- **Education and Skills Development:** Teaching STEM and other academic programs, as well as vocational and life skills to prepare youth for career and life success, including resume development, job interview skills, business plan development, and financial management.
- **Mentorship and Guidance:** Connecting young people with role models who can inspire, guide, and support them, as they navigate their formative years.
- **Sports and Athletics:** Developing the character traits of camaraderie, teamwork, discipline, and perseverance by engaging youth through sports and athletic programs, such as soccer, basketball, and football.
- **Cultural Exchange:** Using cultural exchange programs to help youth to understand and appreciate various cultures.

The Eye of the Tiger Foundation's inaugural Board of Directors is composed of outstanding professionals in the field of international development, education, and youth development: Christopher Harvin, Managing Director, GlobalPoint International; Dr. Clover Baker-Brown, Professor, Prince George's Community College; Angie Crews, Vice President, Communications, Junior League of Washington, DC; Dr. Sandra Proctor, Strategic Planning Consultant; and Luis V. McSween, Founder and President of the Eye of the Tiger Foundation.

Eye of the Tiger Foundation is a 501 (c) 3 organization. Maryland Charity Identification Number: 53295. For more information, to get involved, or to donate, visit

[EyeoftheTigerFoundation.com](http://EyeoftheTigerFoundation.com).

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