

MORE THAN A SPORTS OUTLET,
A BRAND MADE FOR COMMUNITY.

JANUARY 2023

SPORTS COMMUNITY CONNECTION

*HOW 9440 IS CHANGING THE WAY WE
LOOK AT SPORTS AND COMMUNITY.*

OUR STORY

PERSONAL GROWTH AND HEALING

*Introducing
ELIJAH GAULDIN*

THE BULLS IMPACT

ISSUE NO 1



for amara, and the 9440 team that pushed me to make this a reality.

OUR STORY

A letter from the CEO and founder of 9440.

Dear reader,

9440 wasn't always 9440. Ninety Four Forty comes from my childhood home. This home was the foundation of who I am today. This foundation result by my grandparents who instilled the best morals, skills, and values within myself, my siblings and cousins. As I grew up and moved away I realize the significance of the number for me. It was a reminder to stay grounded, to build at foundation as a person and everything that I do.

Sports have always been an essential part of my growth and identity. In a home of basketball players, I chose the tech side. I took the photos, did the marketing, and pitched myself to teams at the ripe age of 14. Shortly after my career in sports took off. Despite the fact that I have moved away from sports time and time again, It always found its way back to me.

Fast forward to 2020 right before the pandemic hit 9440, was named RELIVE.

RELIVE was the start of something I didn't know would blossom into what it is today.

The pandemic paused all the plans I had for RELIVE. I am now grateful because without that pause 9440 wouldn't be what it is not.

After the hardest season of my life, I realized I need to go back to my roots. I turned my pain into joy by aligning myself with the values and foundation I build as a child in my home; 9440.

9440 was reborn.

At Ninety Four Forty you get an inside look into the lives, and stories of the athletes we watch and discover every day. It's more than a sport, it's a community. Our goal is to uplift and bring people together through our online platforms, events, and outreach to communities that are directly impacted by sports and the world around it.

Each month we release a player of the month to feature on our online platform. We share their stories, their journey, and the importance of sports, personal growth, and goals in their lives. We are bringing you more than an interview. We are bringing you the real and raw side of sports media and community. We will also be introducing the 9440 digital magazine in January of 2023. It will be a tool to connect sports, community, mental health, and personal growth all in one.

We focus on highlighting players from the NBA, G LEAUGE, CBL, Smith League, college basketball, NFL, XFL, Collegiate football, RPL and the players we don't know. Join us. Discover, connect, and beyond.

We look forward to having you join us along for this ride.

With gratitude,





WHAT CAN WE EXPECT FOR ALL STAR 2023?

SLC TAKE OVER

The The 2022 All-Star games in Cleveland, Ohio have been one of the best All-Star games in the franchise. They brought a new outlook on what these games truly are to their hosting city. From the HBCU collaborations, to the local artists being involved in daily event hosted by the All-Star games we were able to see one of the biggest collaborations from the NBA with a local community. They're crossover fan events brought out not just fans but artist, producers, athletes, people of all backgrounds to enjoy three days of events. Cleveland is known for going big so what can we expect from Salt Lake City? Many people have been wondering what the after party life will look like in a city like Salt Lake City which is known to be one of the most religious cities in the US. Well the fun go underground? How was Salt Lake City live up to what Cleveland brought to offer. Follow us as we attend the All-Star 2023 games for the inside look..



THE NEXT GENERATION OF STARS

Our next generation of the month is **David Hicks**.

The definition of 5 star athlete. He brings passion, purpose, and challenge to any team he plays on. Committed to Texas A&M, we are expecting to see him shake up the already well stacked roster.

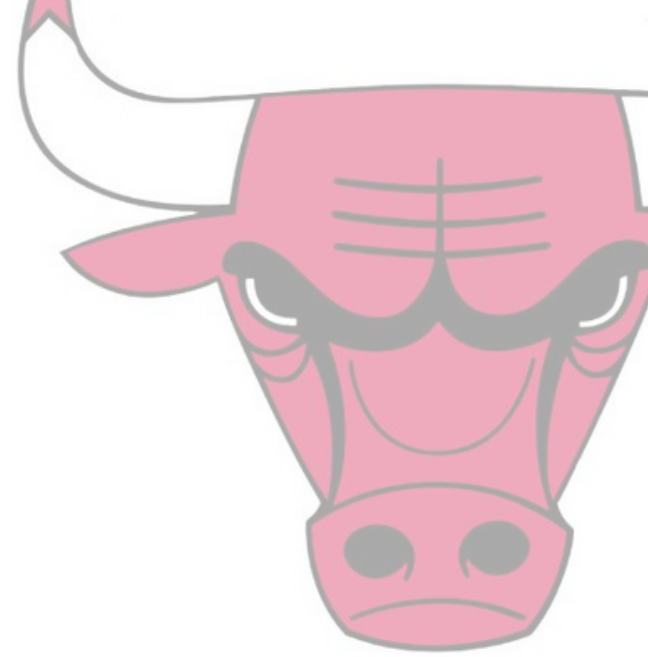




BUTLER UNIVERSITIES UPCOMING STAR

Have you put in your best guesses for topics for the 2023 NBA draft? Are you keeping an eye out on college athletes that are shooting up the game of basketball? Jayden Taylor does just that as he takes over the Butler Bulldogs. Averaging 13.8 points per game number 13, Taylor brings a fun, dedicated, explosive energy to the team. His buzzer beater against Texas A&M has started a ripple effect in the collegiate basketball community. Is this someone we will be looking to as the new generation comes up for the next draft? What are your thoughts?

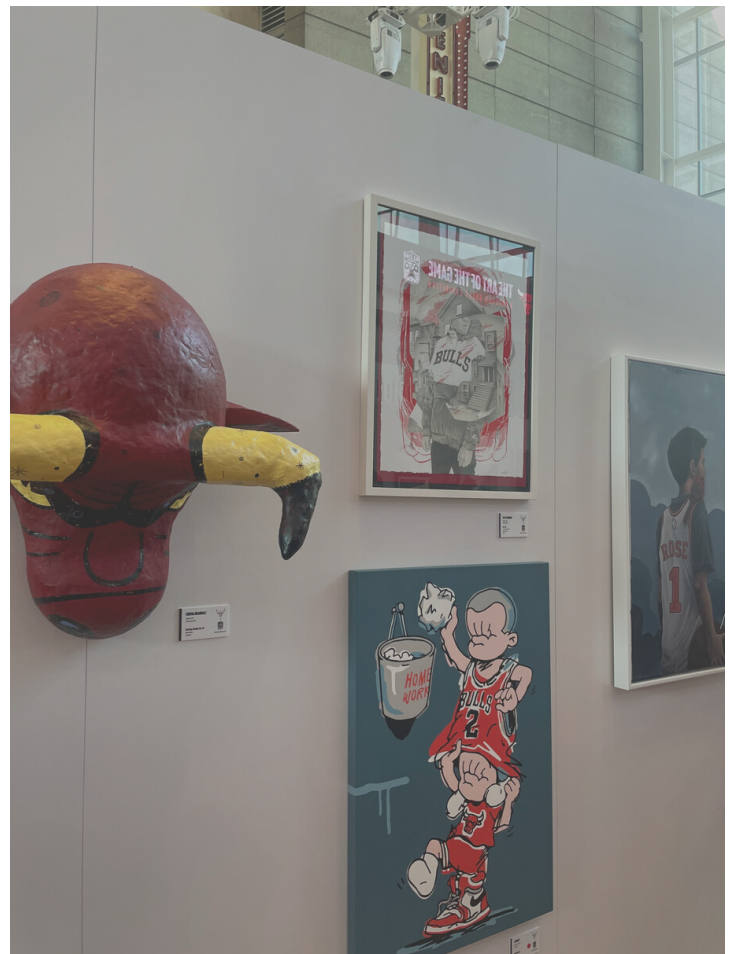
The Chicago Bulls are known for being one of the greatest sport dynasties in history. With athletes like Michael Jordan, Phil Jackson, Scottie Pippen and Derrick Rose that have marked their imprint in the Chicago Bulls community. This team has completely changed the way their viewers and audience shares the world of basketball. The bulls have created continuous events to help, motivate, and impact the community. Although we do see similar events in other cities. The Chicago Bulls always go above and beyond.



We saw just that at the Chicago Bulls Art of the game exhibit. Tons of family, artists, athletes, and more gather together for a weekend event.

The way the Chicago Bulls are able to incorporate multiple different elements into their events all while supporting the community and pushing for engagement with you always ceases to amaze us.

Their art exhibit was excellent example. As we sit back to take in the spectacular art pieces that represented many essential moments in the history of the Chicago Bulls franchise. We were able to see so many families bond and stand proud of their art. At 9441 of our mission align goals is to connect the community that supports bring together. The Chicago Bulls do a wonderful job at amplifying this throughout their community. As they move in to playoffs and finals will be continue to see this? How do you I think the Chicago Bulls franchise is different from any other franchise?



Is it the fan loyalty? Is it the talented alumni? As an outsider it just might be a combination of it all. If you are interested in any upcoming Chicago Bulls events make sure to check out:

<https://www.nba.com/bulls/community>

ELIJAH GAULDIN

PERSONAL GROWTH AND HEALING

You're still punishing your emotions and not letting them out? I kind of figured and that's why I'm here. If you do not know me my name is Elijah but I go by Lijah or Lijah2x0 on Tik Tok. I'd like to say I have a degree in trauma because I've been through a number of things and I'm still standing physically. Mentally in 2020, I didn't want to be here anymore, it had gotten that bad for me. What would make a person want to take their own life? Well, I could tell you that it wasn't this simple thought. It took some courage but even in the midst of not wanting to be here anymore, I could realize it wasn't that I didn't want to be alive it was the fact that I just wanted to get all the thoughts out of my head. It was killing me honestly because I suppressed my emotions for years thinking "I can't be soft and let my emotions show " or "they are going to judge me and use it against me". Those were both valid reasons to not become vulnerable but I was honestly doing my emotions a disservice.

The more I suppressed and hid my emotions they were only growing stronger and stronger. I metaphorically went into a storm in life at the beginning of 2022 losing my mother not physically but emotionally. I was kicked out and left to make a decision in life. With my belief in God, I wasn't going to let this storm drain me. So although this was a big thing that happened I chose to become more open and vulnerable to the world. I genuinely couldn't add any more baggage to the bags that were already in there. I started to share my story and traumatic childhood on my social media platforms. People began to relate and tell me how much I've helped and even save their life. Now I want you to stop and think about the pattern. I was going through the roughest time of my life, questioning, why me? Holding all my emotions in until I couldn't anymore and began to share my feelings and emotions with people on social media. Noticing the more I shared my story the more people were saying how much my videos have helped or even saved their life.



ELIJAH GAULDIN

PERSONAL GROWTH AND HEALING

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Long story short I feel as though God put me through these storms to help his other children. No, I don't feel like I'm the less lucky one because I'm fully capable of handling anything God puts me through. So on this journey of writing for The 94Forty, I'll unpack a lot of the healthy coping mechanisms I used during my athletic track career and now after my career. I pray you continue to grow as a human and remember to be gentle with yourself because you are trying.



BRANDS WE LOVE

Here are our top two pics for brands to watch this month.



<https://www.mxstood.com/>

Alex and Nick Prince bring a fresh outlook on the classic pieces in your closet.



"Our goal is to inspire individuals to reflect on and empower themselves in the situations throughout life that they may have Misunderstood. We aim to cultivate a unique experience through artistic expression while maintaining luxury quality. Our philosophy is simple: Maybe those who don't get it, aren't supposed to."

@777archves



777 Archves is a brand focused on underground streetwear. This brand has such a clear off factor. They are definitely a brand we will see coming out of the tunnel going into the 2023 2024 seasons. All over @leaguefits



DOES DETROIT HAVE THE UPPER HAND?

WHAT DETROIT IS DOING DIFFERENT

Although the Detroit Lions have not made the playoffs since 2016 that does not take away from their incredible game day atmosphere. When comparing the energy at Ford Field to any other stadium. The engagement and organization brought such a noteworthy experience. Simply entering the city on game day there is a shift in the atmosphere. From the families gathered, tailgates, and events happening all over the city even on non-playoff games. Fans bring their best selves to enjoy and hopefully see their team win. Up to four blocks out from Ford Field restaurants, bars, and parking lots were filled with raging fans.



As we continue to review stadiums Ford Field has to be one of the best layouts so far. Customer service, engagement corners, and events for families with kids were spread out throughout the stadium allowing for easy access as fans walked and watched. From the very beginning you could tell they were prepared for game day.

But what makes Ford Field and the Detroit Lions atmosphere different than any other team?

We would have to say the fans. The fans take it upon themselves to engage with and each other which allows a crossover of communities. The pure joy and motivation for the players to take the field was by far one of the most impressive things about being at the game. We were able to meet people from all over the Midwest who are traveling to Detroit for the purpose of being at a home game. The home game ambiance it's like a burst of serotonin.

To buy your upcoming tickets you can find them at

<https://www.detroitlions.com/tickets/>



**NFL, XFL,
COLLEGIATE
FOOTBALL,
USFL, CFL
AND THE
PLAYERS
WE DON'T KNOW.**

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Do you know an athlete, coach, mentor, or
alumni who's changing the world of football?

Connect with us!

ATHLETES TO WATCH

Here are our top three pics for athletes to watch this month.



Charles Headen
SMU Alumni



Donaven McCulley
IUPUI



Marquel Tinsley
Middle Tennessee State

ATHLETES TO WATCH

Here are our top three pics for athletes to watch this month.



Malcom Hill
Windy City Bulls



Terry Durham
Smith League



Carlik Jones
Windy City Bulls/ Chicago Bulls



JANUARY EDITION- WHAT TO EXPECT

As a New Year's shuffles in. We will be working with athletes across five major cities. Including Chicago, Detroit, Columbus, Cleveland, and Cincinnati.

Our next addition will feature some amazing football athletes were taking the game by storm. As well as some incredible women in sports including high school athletes that are paving the way for the new generation. in our next addition you'll get a sneak peek into our redesigned merch that you will see featured in the 2023 All-Star games.

Elijah will take us through what transparency and healing looks like as you transgress through a sport and living a normal life.

Don't forget to connect with us! See you January 26th.



**NBA, GLEAUGE,
CEBL, SMITH
LEAGUE, DREW
LEAGUE,
COLLEGE
BASKETBALL,
AND THE PLAYERS
WE DON'T KNOW.**

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Do you know an athlete, coach, mentor, or alumni
who's changing the world of basketball?

Connect with us!

GET CONNECTED



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