

Jack Harlow

JACK HARLOW WELCOMES INSTAGRAM & KFC IN GIVING BACK TO LOUISVILLE, KY

INSPIRED BY GRAMMY-NOMINATED RAPPER'S RECENT PHILANTHROPIC EFFORTS, THE SOCIAL MEDIA PLATFORM & THE RESTAURANT FRANCHISE HAVE JOINED IN TO MAKE ADDITIONAL DONATIONS TO LOCAL LOUISVILLE ORGANIZATIONS:

AMPED, The Center for Women and Families, Grace James Academy, Louisville Urban League & Metro United Way



Photo Credit: Urban Wyatt

(October 6, 2021 – Louisville, KY) Inspired by his recent philanthropic efforts for his hometown of Louisville, KY, **Instagram** and **KFC** have joined multi-platinum, GRAMMY-nominated rapper **Jack Harlow** to make additional donations to the five local organizations the 23-year-old donated to earlier this week, all of which benefit causes close to his heart.

After seeing the individual donations Jack made earlier this week, **Instagram** is matching up to \$50K of what he raises through their nonprofit fundraising tool, benefiting The Center for Women and Families. The donation match is aligned with Instagram's larger initiative celebrating their birthday. What's more, Louisville, KY-based

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KFC is making their donations to both AMPED and Grace James Academy, to help further the efforts of those organizations to feed the potential of Louisville's youth.

"Louisville is more than just an area code to me. It means everything to me. It's the foundation of who I am. I spent all my life fantasizing about being someone that could put the city on a pedestal," says Harlow of his hometown. "It's important to me to keep some positive energy flowing through the city. Things are not easy right now and I feel so privileged to be in the position I'm in. I feel a responsibility to give back and help pave a way for others."

- **AMPED** – AMPED is a thriving community center where, as soon as you enter, positivity is palpable. Kids and adults are encouraged to express their creativity through writing, performing, and producing music. AMPED has expanded to provide mentoring that uses music to build connections with our youth. This unique opportunity attracts mentors who otherwise might not volunteer their time and with whom our youth might not otherwise connect. The mentorship program includes an initiative that attracts many youth: "Level Up: Mentoring with Music," which provides support to youth struggling with life in trauma filled communities who want to get involved in the music industry. In addition, we have built a successful technology program that teaches youth to code and builds that crucial foundation necessary for career success in the 21st century. AMPED partners with numerous organizations and AMPED youth are regularly invited to perform at community events.
- **The Center for Women and Families** – The Center for Women and Families provides assistance to all survivors of domestic or sexual violence as well as family, friends, and partners. In addition to serving the immediate and long term needs of survivors they also work to promote healthy relationships and to prevent violence from occurring through prevention programs and community education. The Center is the only domestic violence + rape crisis center in its nine county Kentuckiana service area. Services are safe, free, and confidential. Help is available 24 hours a day, 365 days a year through a toll-free crisis line: 1-844-BE-SAFE-1. For additional information, visit www.thecenteronline.org.
- **Grace James Academy** – The mission of the Grace James Academy is to empower, activate and illuminate academic excellence in each and every girl through an Afrocentric and gender specific STEAM (science, technology, engineering, arts, math) curriculum. The school is named after Grace Marilynn James, a respected physician who advocated for better health care and stronger social supports for poor black families. James' lasting legacy is that of a fighter.
- **Louisville Urban League** – The Louisville Urban League is a nonprofit, nonpartisan, community service organization dedicated to eliminating racism and its adverse impacts on our community. Our mission is to assist African Americans and other marginalized populations in attaining social and economic equality through direct services and advocacy. As part of a broader National Urban League network of historic civil rights organizations throughout the United States, the Louisville Urban League, like all affiliates, is dedicated to fostering economic empowerment in order to elevate the standard of living in historically underserved urban communities, with our focus on Jobs, Justice, Education, Health and Housing. Currently the Louisville Urban League's service

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area includes the Kentucky counties of Jefferson, Shelby, Oldham, Bullitt and Hardin; and the Indiana counties of Floyd, Harrison and Clark.

- **Metro United Way** – For more than 100 years, Metro United Way has united and empowered communities by investing in the full potential of individuals and families to ensure positive, sustainable change. We use data-driven insights to identify our community's greatest needs and address systemic challenges with a focus on advancing equity and sharing opportunities for all. Together, we fight to improve the disparities that persist in early care and education, economic mobility, home ownership, racial equity, and public policy in Jefferson, Bullitt, Oldham and Shelby counties in Kentucky and Clark, Floyd and Harrison counties in Indiana. We invite you to join us and be a part of transforming Greater Louisville. To live better, we must LIVE UNITED. For more information, please visit www.metrounitedway.org.

Last week, Harlow wrapped the first leg of his sold-out, headlining “Crème de la Crème Tour,” as well as delivering an electrifying performance during a mainstage set at the first weekend of this year’s Austin City Limits Festival. Harlow was hailed as one of the standout performers at this summer’s biggest festivals including Lollapalooza, Bottle Rock, Atlanta’s Music Midtown, Rolling Loud Miami and more.

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ABOUT JACK HARLOW:

Hailed by The FADER as a “*maverick rapper destined for legendary status*,” 23-year-old, Louisville, KY native Jack Harlow has quickly become one of music’s biggest stars with over 3 billion career streams to date. The Generation Now/Atlantic Records rapper has released a project a year, for the last 5 years, the most recent being his RIAA Gold-Certified, critically acclaimed debut album *THATS WHAT THEY ALL SAY*. The album features the 6x-Platinum single “WHATS POPPIN,” which earned Harlow his first Grammy nomination, among countless other accolades including nominations at the 2021 Billboard Music Awards, 2021 BET Awards, 2020 MTV Video Music Awards, 2020 E! People’s Choice Awards & 2020 BET Hip Hop Awards.

Harlow has been widely featured in high profile publications ranging from Rolling Stone, Billboard and Complex to GQ, TIME, Interview and Forbes, graced the covers of XXL’s coveted *Freshman Class* issue, Complex, SPIN and Footwear News and brought his captivating live show to the masses with national television performances on Saturday Night Live, The Tonight Show Starring Jimmy Fallon, Jimmy Kimmel Live! and more.

For more information on Jack Harlow, please visit: www.jackharlow.us.

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