

REBRAND THE MAN CAMPAIGN ACTIVATING on FEBRUARY 22

*Black Fathers "Stepping Up to the Plate"
at the Georgia State Capitol*

ATLANTA, GA, USA, February 17, 2022
/EINPresswire.com/ -- Putting their
money where their mouths are, black
fathers and civic leaders are joining the
nonprofit organization I'm a Father
F1rst, at the Georgia Capitol, Tuesday,
February 22nd at 1:00 p.m. (EST) as
part of its "Rebrand The Man" program.

Led by Founders Keith A. Lewis, Jr. and
Jermaine "Towd" Clarke, more than 60
men are scheduled to pledge, in a
show of solidarity, to change the
narrative for young men by
highlighting successful men and good
fathers in the community so they can

see who they can be, while challenging other fathers to get involved in mentoring.

The Honorable Lester G. Jackson, III, says "I'm honored to stand with I'm a Father F1rst and the
important work it does to strengthen our communities. It is vital that we do all we can to reduce
the number of fatherless homes here in Georgia and across the country, and I'm a Father F1rst is

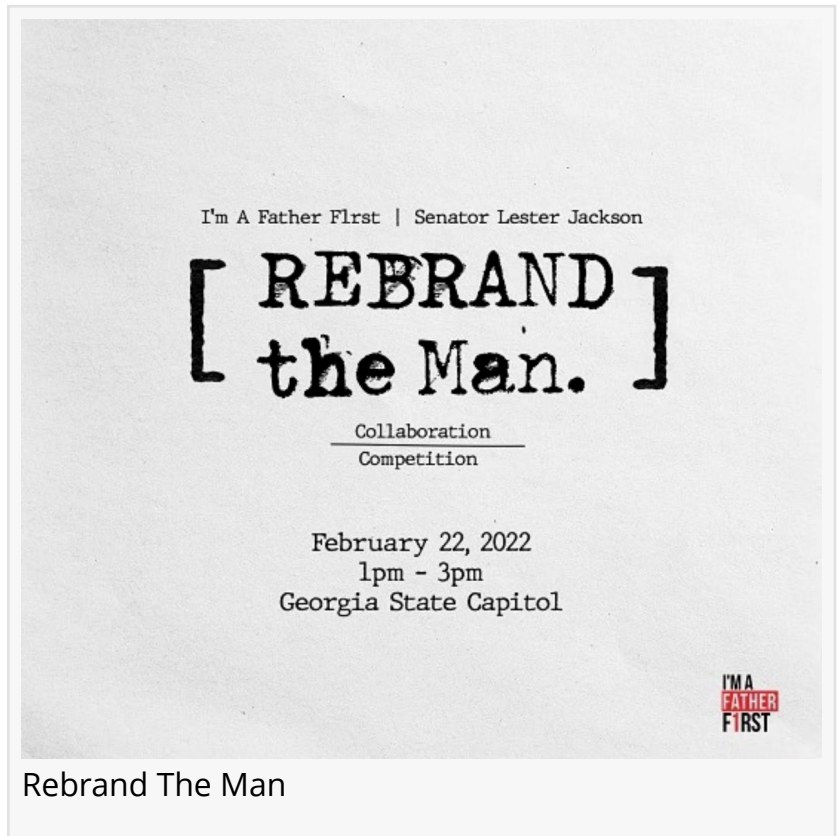
taking the lead on giving Black men a voice on this issue." State Senator Jackson is the official host of the Capitol event.

"The Challenger", Jeremy Crane, founder of the nonprofit Lives Matter Period, will deliver a keynote address focusing on his dual mission; to place middle school students on a path towards entrepreneurship and college readiness and to inspire the next generation of black male educators by way of hands-on teaching opportunities.

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Senator Lestor G. Jackson III



Rebrand The Man

Jay Morrison, real estate mogul and founder of the most prominent black-owned real estate

crowdfund, Tulsa Real Estate Fund, will show his support of Rebrand the Man by leading the men in the Unity Pledge. Morrison, Founder and CEO of the Legacy Center, a media privation center and event space located just minutes away from Hartsfield-Jackson Airport with over 30,000 square feet of space, will offer the Center as part of his Unity Pledge.

Lewis & Clarke said "Since we started the Rebrand The Man campaign, more than 2,500 young men have been mentored, clothed, and trained. We would encourage anyone that has the opportunity to join us and understand it takes all of us to offer opportunities for these youth. "

I'm a Father F1rst was founded in 2017 as an organization with a mission of reducing fatherless homes in the country by providing resources to young men and redefine what it means to be a father as well as giving a unique voice to the black man, as his vital role can make a difference in the success or failure of our communities. When the father becomes less present or less visible in the home, our communities suffer.

Studies show that one in four families in the United States does not have a father present in the home.

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