



350 Fifth Avenue, 59th Floor New York, NY 10118
www.StrongRepresentation.com (800) 806-8592

MEDIA BLAST

Jonathan Herman Advances the Community Work of Allan Houston and Other Celebrity Philanthropists

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Contact: Info@StrongRepresentation.Com
(800) 806-8592

After 18 months with the *Admiral Center* at Living Cities, Jonathan Herman has returned focus to furthering the growth of the *Allan Houston Legacy Foundation* and advising other celebrity philanthropists. Since 2004, Jonathan has spearheaded the development of *Allan Houston's* philanthropy (the former NBA All-Star and rising front office executive of the New York Knicks), which includes original community programs in fatherhood and entrepreneurship with increasing public policy involvement with the Obama Administration. Jonathan now looks forward to building upon these successes and extending their reach to more cities and organizations nationwide as Vice President of the Allan Houston Legacy Foundation. During his time as Executive Director of the Admiral Center, Jonathan took the initiative from concept to reality, acquired a core set of founding members including *Eva Longoria Parker*, *Chris Paul* and *Russell Simmons*, and developed comprehensive methodologies for maximizing the impact of celebrity philanthropy.

Starting his career in entertainment and sports at Columbia Records in 1990, Jonathan's journey as a consultant began by marketing music release for recording artists such as *Mariah Carey*, *LL Cool J*, *Nancy Wilson*, *Diana Krall*, *Peabo Bryson*, *Regina Belle* and *Public Enemy* (working with Sandra Trim-DaCosta and Ruben Rodriguez); managing sports marketing campaigns for NBA draft picks *Brian Grant*, *Tyrone Hill* and *Derek Strong* (working with Steve Cobb); conducting legal services for actress *Kim Fields* and *Death Row Records* (working with Darrel D. Miller and Virgil Roberts); coordinating legislative affairs for *Congresswoman Sheila Jackson Lee*; launching an online marketing and distribution company for emerging artists; and assisting multiple start-up businesses through planning and launch. Establishing a management and marketing consultancy in 2002 that served the online branding needs of *Strickland & Ashe* (the largest African-American sports agency at the time) and others, Jonathan began working full-time with *Allan Houston* two years later to manage his business and charitable activities – resulting in the creation of two national community programs that have served 1,350 participants in New York, New Orleans, Detroit, Atlanta, Dallas and Louisville, KY.

For more info, please visit www.StrongRepresentation.com and www.AllanHoustonFoundation.org.