

## Magic Johnson Foundation promotional video

Scriptwriter: Richard Bellikoff

### VIDEO

Open with Magic Johnson on camera, addressing viewers directly

Graphics:

**“All kids need is a little help, a little hope, and somebody who believes in them.”**

**Magic Johnson, in “Words to Make my Dream Children Live—Book of African American Quotations”**

Stock footage, various inner-city community activities: homes, schools, offices, etc.

### AUDIO

MAGIC: Hello. When I started the Magic Johnson Foundation in 1991, we had one mission: to raise funds for HIV-AIDS education and prevention programs. Ten years later, we've expanded our mission to take on a lot of other worthy causes. We've also expanded our team, and I'd like to invite you to become a part of it. The way I look at it, our decision isn't about whether we should invest in the future of our kids. It's about how much of a commitment we can make. As I've said many times -- all kids need is a little help, a little hope, and somebody who believes in them. That's what our Foundation is all about.

NARRATOR (V.O.):

The Magic Johnson Foundation is a non-profit organization that focuses on addressing the health, educational and social needs of inner-city residents, especially youth. Since its founding, the organization has raised more than 15 million dollars for a wide variety of charitable causes. Here are some examples.

Graphics:

**Partnership between:  
Magic Johnson Foundation  
National Breast Cancer Initiative  
Zeneca Pharmaceuticals  
PeerMed**

One in nine American women will be diagnosed with breast cancer during her lifetime. The Foundation is co-sponsoring a major initiative to raise funds and awareness of this devastating illness.

Graphics:

**B.R.E.A.T.H.E. (Bringing Education on  
Asthma to Homes Everywhere)**

**Partnership between:  
Magic Johnson Foundation  
AstraZeneca**

Asthma is the most common chronic medical problem affecting children under 17. The Foundation's BREATHE program is a national asthma awareness and education initiative for families. The program is designed to educate parents and children about asthma prevention and treatment, and its impact.

Graphics:

**Depression Initiative**

**Partnership between:  
Magic Johnson Foundation  
National Medical Association  
Pfizer Pharmaceuticals**

During any given year, about 20 million Americans suffer from major depression . According to one community-based survey, nearly 90% of African Americans with depression do not seek professional mental health treatment. To combat these trends, the Foundation has co-developed a collaborative educational program, called “Guide to a Healthy Mind for African Americans: A Circle of Hope”

CUs, guidebook & video, “Guide to a Healthy Mind for African Americans: A Circle of Hope”

Graphics:

**Men's Health Initiative  
Know Your Score**

**Partnership between:  
Magic Johnson Foundation  
Pfizer Pharmaceuticals**

The Foundation has co-sponsored the Men's Health Initiative and the Know Your Score program. These programs are designed to build awareness of prostate cancer, hypertension, high cholesterol and heart disease.

Graphics:  
**“Across Two Continents”**

**To save the children left behind**

Footage of summit meeting  
Stock footage, inner-city and African  
communities

As its mission expands, the Magic Johnson Foundation remains committed to AIDS awareness, prevention and treatment. In 1999, the Foundation and the National Black Leadership Commission on AIDS held an international summit to develop an action plan to address the needs of millions of children orphaned by AIDS in Africa and the USA. Their goal: To save the children left behind.

Highlights from film vignettes

Graphics:  
**Partnership between:  
Magic Johnson Foundation  
Agouron Pharmaceuticals**

The Foundation has also co-developed film vignettes designed to build awareness of AIDS prevention and treatment. Their theme is “Life is What You Make It.”

Event footage

In 2000, the Foundation's Macy's Passport Fashion Show and Auction raised \$2.5 million for HIV-AIDS organizations in California.

Footage of event

Another recent event that provided funding for the Foundation's health initiatives was “Salute to African-American Designers.” It featured top designers, plus celebrities from the sports and entertainment world.

Graphics: **Magic Johnson Technology Centers**

Stock footage, inner-city children working at computers

Along with its health initiatives, the Magic Johnson Foundation is addressing key educational and social concerns. For example, they are seeking to open technology centers in low-income minority communities that do not have access to computers and computer training.

Toy Drive footage

Graphics:

**Support from:**

**Mattel**

**Pic 'n Save**

**Sony Pictures**

**McDonald's**

**Pacific Bell**

**Burger King**

**Public donations**

The Foundation's annual Toy Drives make the holiday season special for children in need. Supported by major corporations, along with donations from the public, Toy Drives make a real difference in the lives of kids.

Footage from "Magic Bowl"

"Magic Bowl" is a star-studded annual Super Bowl party. The event benefits institutions of higher education in the city hosting the Super Bowl.

Footage from Midsummer Night's Magic

A Midsummer Night's Magic is another of the Foundation's annual fundraisers. Last summer's event included Magic Johnson's All-Star Charity Basketball Game, musical entertainment, a corporate reception and dinner, a Mardi Gras Gala Party, and a Children's Mardi Gras. A Midsummer Night's Magic benefits the Foundation's

Taylor Michaels Fund recipients attending Midsummer Night's Magic

Taylor Michaels Scholarship Fund.

Stock footage of inner-city schools, students, teachers

Taylor Michaels had great compassion for inner-city youth who were striving for a higher education. Her trust and confidence empowered them to seek opportunities and overcome obstacles. The scholarship fund that bears her name supports deserving inner-city high school seniors who plan to attend a four-year college or university -- have at least a 2.5 grade point average -- and live in Atlanta, Cleveland, Houston, Los Angeles or New York.

Unlike most scholarship programs, the Taylor Michaels Scholarship Fund assists recipients through their entire undergraduate experience. It includes several unique components.

Recipients participate in Life and Practical Skills classes conducted by the Foundation's Staff and guest presenters.

Each student is paired with a mentor who becomes a major source of support throughout the student's higher education.

Students also have the opportunity to intern with corporations that partner with the Foundation, as well as with a division of Magic Johnson Enterprises.

Graphics:

**Life and Practical Skills classes**

**Mentoring Program**

**Internship Program**

Stock footage of inner-city schools, students, teachers

Since the program's inception in 1998, over 80 students have received financial assistance to attend the college or university of their choice. Helping inner-city youth reach their full potential is the mission of the Taylor Michaels Scholarship Fund. It's also an important part of the mission of the Magic Johnson Foundation.

Magic Johnson on camera for close

MAGIC: As you can see, we do a lot of fundraising. We realize that government doesn't have all the answers for inner-city problems. So we're asking the private sector to step up to the plate and pitch in. There are a lot of ways to become a part of our team. You can attend our events. Or you can participate by being a sponsor, or by advertising.

To find out more about our events and programs, check out our Web site.

Screen shot, web site

I want to thank everyone who's donated their funds or their time to us over the years. We need your support to fulfill our mission.

Graphics: **[www.MagicJohnson.org](http://www.MagicJohnson.org)**

We're all in this together. The more helping hands, the better.

So become a part of my team. You may not be able to help face-to-face. But you can help heart-to-heart. Because the future belongs to our kids.