

LEE JOHNSON GLOBAL PR PRESENTS A GLOBAL AFFAIR IN NEW ORLEANS



FOR IMMEDIATE RELEASE

January 14, 2025
New Orleans, LA, USA

CAESARS SUPERDOME

2 Exclusive World-Class Events Raising 3 Million Dollars for Charity Super Bowl Week

2025 Super Bowl week in New Orleans, LA - February 4 & 5, 2025

Lee Johnson Global PR (LJPR Global) is a faith-based public relations agency committed to ground-breaking agendas that empower the world to deeper connection and create awareness that inspires community. The agency is focused on setting themselves apart as "trailblazers," in public relations for sports, entertainment, and law. As a rapidly growing agency, they specialize in leveraging their global network to increase market value and partner world-class talent, corporations, and elite brands.



President & Founder, **Nichole Lee** is a highly regarded PR professional and international TV Talent with over 20 years of experience in global media strategies and luxury branding for high-profile clientele across sports & entertainment. Lee Johnson's **A Global Affair** vision is dedicated to impactful fundraising that educates, exposes, and changes harmful cultures and global patterns that oppress people of the world today.

The fundraising initiative features 2 exclusive world-class events raising **3 Million Dollars for 12 nonprofits** that serve the areas of **domestic violence, sexual assault, and youth sports training**. All gifts & donations are tax-deductible, giving each one of the nonprofit beneficiaries \$250,000 to support their community mission and vision.

The events will take place on **February 4th and 5th, 2025** in **New Orleans, LA**. The **Celebrity TopGolf Tournament** benefits youth sports training nonprofits. The **Red Carpet Silent Auction Gala** is a black tie event launching the agency's **NFL #ZTP (Zero Tolerance Project) Campaign**. The project is focused on demanding accountability by the NFL to implement and enforce a Zero Tolerance Policy regarding acts of violence against women and children. This event will be held at "The Nieux," off of Saint Charles Ave. The iconic private venue includes a piece of the Eiffel Tower atop its glass structure.

The **A Global Affair** vision is executed by a distinguished team of diverse female leaders with an unwavering commitment to serve humanity in an equal and decorous way. There are various ways to get involved and, whether you're attending in person or watching at home, you can contribute to the most meaningful events outside of the game itself.



Lee Johnson Global has partnered with Champion to produce a line of #ZTP Merchandise available for youth, women & men. All merchandise proceeds directly benefit their selected nonprofit partners serving domestic violence & sexual assault.

A Global Affair is meticulously planned to leverage the Super Bowl's massive platform ensuring maximum community impact inspiring millions to give back. Lee Johnson Global PR is seeking professional athletes, corporations, and brand sponsors to achieve the goal of 3 Million Dollars.

For press inquiries, please contact:

Hannah Serquina
Media Relations Manager

E: press@leejohnsonsports.com

C: +1.702.530.5236

W: www.ljprsuperbowl.com