

28 February, 2023
New Orleans, LA



THIS AMERICAN BUSINESSWOMAN IS OPERATING OUTSIDE THE LINES

AND CHANGING THE GAME OF SPORTS & ENTERTAINMENT BUSINESS

Lee Johnson Global PR is adding its name to a quickly growing list of successful women-owned Sports & Entertainment Agencies. **Nichole Lee**, President & Founder of LJPR has more than a 20yr record in Sports & Entertainment. Having worked for the Emmitt Smith Family, Cincinnati Bengals, and Minnesota Vikings, the HBCU Cheerleader turned bodybuilder's resume includes; being a Nike Sponsored Athlete, a feature talent on hit reality tv show, "Dance Moms," and a stint as the Fox News Fitness Trainer. The TV choreographer has traveled the world, representing Endemol Shine Production 'Star Academy' in 12 countries, and most recently working with Australian Championship AFL Player, Heritier Lumumba.



She funded her undergraduate tuition through her creation of Butterfly Danzers, Inc. A mobile dance company exclusively contracted with the city, county, and local YMCA's to offer professional dance lessons to over 300 underprivileged youth. Later transitioning from dance to fitness, Nichole Lee was a key member of the marketing and expansion teams for Orangetheory Fitness and Life Time Athletic. Opening locations in 4 states, and working in all roles from Instructor to General Manager until a shoulder injury closed the door on her 14yr career in fitness.

Understanding there is something fleeting in this moment, LJPR is a luxury, faith-based, boutique PR Agency promoting spiritual diversity, racial equality, and ethical commerce in the business of sports & entertainment. They represent brands, corporations, and public figures who seek to actualize their immense global power and the responsibility that is directly associated with it. LJPR operates across all continents. They are headquartered in **New Orleans, LA** with offices in Tampa, FL, Minneapolis, MN, and coming soon in Las Vegas, NV. The mission: **"to purify and spiritually diversify the landscape of sports and entertainment through ground-breaking agendas leveraging impactful messages that empower the world to deeper connection and create awareness that inspires community."**

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Press Release



The PR Agency plans to undertake several initiatives Lee says are close to her heart, including rolling out a plan for cheerleaders and dancers to receive FT/ Salaried pay while working for any NBA or NFL Team. Lee has been currently focusing her efforts on spearheading the first initiative, **NFL #ZTP**. With domestic violence being the #3 arrest of NFL players, only shortly behind DUI and drugs, the campaign is focused on forcing the NFL to institute a **ZERO TOLERANCE POLICY** when it comes to acts of violence against women and children. Currently supported by 2 Senators and 1 U.S.

State Governor, the campaign is in pursuit to have **Roger Goodell criminally investigated for Misprision of a Felony** and the role he played in the over 140 reported acts of violence and sexual assaults committed by NFL Players while he's been commissioner.

It is a critical time in our world, and Lee says the strategic assault is necessary to save lives. Change only happens when you put yourself in the game, and she is not afraid to tackle heavy issues and facilitate accountability for systematic cultural change. "My ancestors made too many sacrifices so I can be great. It would be a direct disrespect to them if I didn't take advantage of every opportunity created for me to leave the world in a better place. It is my obligation." Lee coming from a lineage of strong women, her grandmother, being the first black nurse on the "Main Line" in Philadelphia, PA, was a single mother to 12 children.

The Tampa, FL native chose New Orleans, not only for the tropical weather, but as the only city in the country with both the NFL & NBA Team in the same house, and being second to Las Vegas in Adult Entertainment Destinations in America. Additionally on her list of world changing agendas is Wrongful Convictions MN. The Campaign is engaged on exposing the wrongful convictions history of the Minnesota Department of Corrections and their strategic plans to capture black men into the prison system at a young age. LJPR is the official media representative and voice for the Wrongfully Convicted in the State of Minnesota.

Nichole Lee's tremendous success speaks for itself. She has risen & lifted along the way, and her voice and light continue to impact the world in unconventional ways. She will be at the NFL Combine this week advocating more support for NFL #ZTP, and welcomes any brands or players who seek to elevate their presence and unique profile in a vastly changing world to reach out to LJPR.



Nichole Lee
Los Angeles, CA

After sharing in joint business adventures, Nichole Lee believes firmly that LJPR is her opportunity to stand on her own two feet. Lee Johnson is a combination of her name and her parents' last name; Global PR is a reminder from her parents to always "Chase your dreams because the sky is the limit." And according to Lee, LJPR is exactly what the world needs now. "A Global Leader of Light in these dark times." When asked about the unpopular opinions from critics regarding her new ventures, her response is:

"I'm looking to no man walking this earth for approval of what I'm doing." - Shirley Chisholm

To learn more about Lee Johnson PR and it's initiatives:

<http://leejohnsonpr.world/>

<http://www.nflzerotolerancenow.live/>