



FOR IMMEDIATE RELEASE

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American Basketball Association

Joins Forces with

The Stars Foundation™

Indianapolis, IN. *The American Basketball Association (ABA)* today announced it has joined forces with *The Stars Foundation™* (TSF) to help the organization achieve its goals. *The Stars Foundation™* is a US based entertainment industry non-profit 501(c)3 organization headquartered in Nashville, TN whose mission is to serve as passionate advocates for the underprivileged children and youth of the world. "The foundation advocates for global peace, goodwill and humanitarian rights by utilizing television and multi-media platforms enhanced by celebrity supporters," stated Joe Newman, ABA co-founder. "The ABA will do what it can to help TSF make the world a little brighter by supporting their global humanitarian efforts" said Newman.

The Stars Foundation™, headed by Founder and CEO Cheryl Robeson Piggott and a group of dedicated individuals with a clear mission. "We minister and serve our veterans, troops and the families of our fallen heroes and globally for the victims of AIDS, Ebola, natural disasters and poverty worldwide," added Piggott. "We are committed to serving the physical and spiritual needs of people in impoverished communities around the world."

The Stars Foundation™ is the founding organization of *World Orphans Day™* which is the second Monday in November each year. Celebrity and Dignitary supporters from various countries unite in proclaiming the day to advocate for the plight of these 153 million children who are most vulnerable to hunger, sexual trafficking, homelessness and illiteracy. Over 70 countries have joined in so far and with the support of ABA that number will grow to include countries abroad that currently have an ABA presence. TSF is supporting the new relationship with an ABA inclusion in two different 13 episode television series, called **Hearts on Fire** and **America Rising**. Syndication is global with both airing on the NRB TV network in the USA nationally in 2017. Sports Radio America will feature the ABA's "The Game of the Week" throughout the season airing in 150 countries accompanied by *The Stars Foundation's* public service announcements.

"Nashville celebrities *Vince Gill, Buddy Jewell, Nicole C Mullen, Ken Abraham, Jeff Bates, Beau Davidson, and Lee Greenwood* have contributed significantly to the foundation's causes with several NASCAR celebrities participating on-camera contributing to the foundations television programming and special events. *Geoff Bodine*, (NASCAR legend), *Brad Maule*, (actor, *General Hospital*) along with *Buddy Jewell* (Nashville Recording Artist) are supporters of TSF international media campaigns to advocate *World Orphans Day™* on behalf of impoverished children. Television spots are running worldwide", stated Piggott.

The ABA is the largest professional sports league in the US with over 100 teams; it is also the most diversified professional sports league with over 75% of its teams owned by African-Americans, Hispanics, Asians, Women, Native Americans and Disabled. The league is celebrating its 50th Anniversary season.

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