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**Chris Harris Jr. partners with Mentor Colorado for NFL's My Cause My Cleats Campaign**

Broncos Cornerback to select winning cleat design on Monday, October 29

**FOR IMMEDIATE RELEASE**

DENVER, Colo. (October 25, 2018) — On October 29, 2018 Chris Harris Jr., starting Cornerback for the Denver Broncos, will announce the winning Mentee shoe design that he will wear on his cleats for the *My Cause My Cleats* Broncos game on December 15, 2018.

The *My Cause, My Cleats* campaign was started in 2016 to give NFL players a platform for their stories to come out and be told. As a visual element to tell those stories, the NFL allows players to wear custom cleats designed to bring awareness to a charity of each athlete's choice.

By partnering with Mentor Colorado, Chris Harris Jr. is helping bring national attention to the importance of youth mentoring and the need for volunteer mentors in Colorado. 300,000 young people across the state are in need of mentoring. Only 20,000 Colorado kids are currently in formal mentoring programs—this means less than 7% of the need is being served. Mentor Colorado wants the public to know about the mentoring programs in need of volunteers.

The benefits of mentoring include:

- Continued education
- Reduced truancy and indigence
- Lowering the welfare burden
- Reducing crime
- Increasing tax revenue

Mentor Colorado and Chozen Creativity LLC are collaborating with four local mentoring agencies to create a design for Chris Harris Jr.'s *My Cause My Cleats* shoe. Harris chose to work with Mentor Colorado because its mission aligns with his key community initiatives. Harris created the Chris Harris Jr. Foundation in 2012 to provide underprivileged youth with unique opportunities, so they can more adequately achieve their goals. The NFL star also created the Underdog Success Program which challenges students to excel in the classroom, contribute to their community and get physically active.

Chozen Creativity LLC has been providing artistic guidance and working closely with the mentees as they design their cleats. Harris will meet the seven mentees and announce the winning design during a pizza party on **Monday, October 29 at the Deep Space Event Center in Parker.**

**What:** *My Cause My Cleats* winning design announcement

**When:** Monday, October 29 from 6:30 – 8:30 am.

**Where:** Deep Space Event Center: 11020 S Pikes Peak Dr. | Parker, CO 80138

**Who:** Chris Harris Jr. and six local mentees who designed a cleat for him

The mentees participating in the design competition were selected from the following four Colorado mentoring agencies:



#### Denver Kids Inc.

At Denver Kids, we believe that strong, supportive relationships have the power to help every student reach their fullest potential and graduate high school. It's been the heart of our mission and the springboard of our strong outcomes since 1946. Denver Kids' professional Educational Counselors and volunteer mentors work one-on-one with Denver Public Schools students facing adversity to keep them engaged, motivated, and on track to high school graduation.



#### Gunnison Valley Mentors

The mission of Gunnison Valley Mentors is to promote the healthy growth of young people through one-to-one mentoring relationships and enrichment opportunities. Gunnison Valley Mentors works to empower youth in our community to make positive life choices that enable them to maximize their potential through the guidance and advocacy of caring, pro-social role models.



#### Denver Urban Scholars

Denver Urban Scholars provides life-changing opportunities for students to pursue individual pathways to career and college. We engage students at the middle school, high school and postsecondary levels, combining clinical case management, mentoring, and academic support to ensure positive academic and social-emotional development of youth.



#### Goodwill Industries of Denver

Goodwill addresses deep deficits in graduation rates by providing education, career development, and mentor programs to at-risk youth. Goodwill's Youth Career Development Program helps young people focus on their future career aspirations in order to ensure success. Goodwill youth specialists are licensed teachers, working in dozens of high-poverty schools across several school districts to provide direction and support to tens of thousands of students every year.

**About Chozen Creativity LLC:** Chozen Creativity utilizes unique platforms that allow diverse creative minds to unify while impacting lives. From art exhibits and animation programs to mentoring through art in the community, they believe art is not only a skill it is a way of life and they strive to create artistic cycles of inspiration. To learn more about Chozen Creativity please see our website <http://www.chozen22art.com>

**About Mentor Colorado:** MENTOR Colorado is the unifying champion for expanding quality youth mentoring relationships in Colorado. Founded by the passion and vision of a number of grassroots mentoring organizations in Colorado, Mentor Colorado leads initiatives that will strengthen communities through mentoring. MENTOR Colorado has served the mentoring field by providing a public voice; developing and delivering resources to mentoring programs nationwide; and promoting quality for mentoring through evidence-based standards, innovative research and essential tools. Together, we engage with the private, public and nonprofit sectors to ensure that all youth have the support they need through mentoring relationships to succeed at home, school and, ultimately, work. To learn more about MENTOR Colorado please see our web site [www.comentoring.org](http://www.comentoring.org), or follow us on Facebook, Twitter and Instagram.