

# THE SWT LIFE CONVO ■ PASSIONS, STRENGTHS, AND PURPOSE

SATURDAY, JANUARY 15, 2011 9:00AM-4:30PM | BOYS & GIRLS HS, 1700 FULTON ST, BROOKLYN, NY

(This event is closed to the public.)

A ONE—DAY EVENT THAT CELEBRATES THE TALENTS & INGENUITY OF NEW YORK CITY YOUTH AND ENABLES THEM TO EXPLORE THEIR INHERENT MOTIVATIONS.

*THE SWT LIFE CONVO is a pilot program that will give 30 New York City teens (between 14-17) a clear understanding of how to have their passions, strengths and purpose drive their success in school and life NOW. In 1-on-1 sessions with adolescent life coaches & astrologers, and workshops with millennial leaders across industries, teens will be introduced to a 30-day challenge designed to stretch their imaginations, skill sets and belief in themselves.*

## PARTICIPANTS

**THE SWT LIFE CONVO** Workshop Leaders, Coaches, Astrologers and volunteers nominate youth.

**THE SWT LIFE CONVO** youth:

- ★ Challenge authority
- ★ Demonstrate leadership and/or an entrepreneurial spirit
- ★ Unabashedly share unique talents & interests

## COACHES

With a ratio of 1-to-3, **THE SWT LIFE CONVO Coaches** support a group in identifying their passions, articulating purpose statements, and creating 30-day plans.

## ASTROLOGERS

Nationally recognized **SWT LIFE CONVO Astrologers** use participants' astrological birth charts to distinguishing what the science says about their individual passions, strengths, and purpose.

## WORKSHOP LEADERS

**THE SWT LIFE CONVO Workshop Leaders** facilitate 60-minute interactive sessions that include an opportunity for youth to do a high level of introspection in each topic, have a hands-on experience, and to share their insights with the collective.

## CHRIS KAZI ROLLE, POWER

Chris Kazi Rolle's history of beating the odds, as seen in *Hip Hop Project* – a film based on his life story, the 60-minute sessions focused on Power will guide participants in looking at how their belief systems affect their ability to make dreams come true. Read more about Chris at <http://chriskazirolle.com>.

## MIKE KARNJANAPRAKORN, LUCK

As a philanthropist, WSOG Poker Player and Founder & CEO of *Skillshare*, Mike Karnjanaprakorn is an expert in distinguishing which decisions will result in desired end goals and will use Poker strategy to teach The SWT Life youth how to create their own Luck in school and life. Read more about Mike at <http://mikekarnj.com>.

## SYREETA GATES, CREATION

A 2010 Top 20 Under 25 *Glamour Magazine* Recipient and urban aficionado, Syreeta Gates will facilitate a workshop that explores what it means to "go viral," how youth can create innovations in popular culture, and ways to profit from their own genius. See more at <http://thepurplepack.com>.

## JOSHUA HALL, KEYNOTE

Joshua Hall, 17, is a Brooklyn-born teen and one of four to have received a 2010 *Halo Award* for philanthropic work. As part of his participation in the organization *Journey for Change*, he has been a change agent toward ending child slavery. His talk will highlight how identifying one's passions, strengths and purpose can lead to profound living – even as a teenager.

## THE SWT LIFE

Founded by Syreeta Gates in 2006, The SWT (pronounced "sweet") Life is dedicated to cultivating and maximizing young people's potential to succeed. The SWT Life provides entrepreneurial coaching, personal development training, and exposure to professionals that are influential in guiding the millennial generation.

## FOR MORE INFO

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THE SWT LIFE CONVO IS BROUGHT TO YOU BY



## FOR IMMEDIATE RELEASE

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### A Vehicle for The Dream:

Youth Empowerment Group Provides Teens with Keys to “The Sweet Life”

**(New York City – January 2011)** On January 15, 2011, the commemoration of Dr. Martin Luther King’s birthday, The SWT Life and PlanIt Brooklyn will present a fresh approach in youth development – **The SWT Life Convo: Passions, Strengths, and Purpose**. The one-day event is structured to celebrate the talents & ingenuity of thirty New York City teens and enable them to explore their inherent motivations.

Thirty teens ranging in age from 14-17 were nominated based on their histories of challenging authority, demonstrating leadership and/or entrepreneurial spirit, and unique talents and interests. Youth will attend 60-minute interactive sessions with Chris Kazi Rolle of The Hip Hop Project, Mike Karnjanaprakorn of Skillshare, and The SWT Life’s Syreeta Gates to examine Power, Luck and Creation. Adolescent life coaches and astrologers will be paired with participants to support them in unmasking how their passions, strengths and purpose can drive their success in school and life. Additionally, teens will work collaboratively in 15-min and 30-min challenges designed to draw out their innate talents and practiced skills through hands-on activities. Challenge Architects include Usablenet’s Estela Rizzuto, Ibrahim Greenidge of Urbahn Architects, and the first African-American International Grandmaster of Chess, Maurice Ashley.

**The SWT Life Convo** will be held at Boys & Girls High School, 1700 Fulton Street, Brooklyn, NY 11213 on Saturday, January 15 from 9:00AM- 4:30PM. The event is a pilot program that will lay the groundwork for quarterly conversations exposing teens to the work of noted personal development, education, motivation and creativity experts, such as Ken Robinson, Daniel Pink, Teresa Amabile, and Edward De Bono.

When asked about the inspiration for the event, Syreeta Gates, founder of The SWT Life, said: “Right now, in some staircase in New York City, there are two teenagers planning ‘the takeover.’ I want this event to help develop the drive and gather tools they need to follow through.”

The SWT (pronounced “sweet”) Life, founded in 2006 by then 18-year-old Syreeta Gates, is dedicated to cultivating and maximizing young people’s potential to succeed. The SWT Life provides entrepreneurial coaching, personal development training, and exposure to professionals that are influential in guiding the millennial generation.

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If you would like more information about this event or to schedule an interview please contact Sallomé Hralima at [sallome@planitbrooklyn.com](mailto:sallome@planitbrooklyn.com) or call (347) 994-0718.