



Roger Mason, Jr. Foundation  
&  
E.L. Haynes Public Charter School



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## **Basketball Giant Roger Mason, Jr. to Partner with E.L. Haynes Public Charter School Partnership Kick Off Event on August 27, 2009**

August 21, 2009  
Washington, DC

Native Washingtonian Roger Mason, Jr., Guard for the NBA San Antonio Spurs, and E.L. Haynes Public Charter School are pleased to announce an innovative “Adopt a Classroom” partnership. Mason will connect with E.L. Haynes students over the course of the school year and NBA season via various forms of new and social media.

Partnership elements will include:

- ▶ Shared blog on the E.L. Haynes website
- ▶ Skype video calls between Roger Mason and E.L. Haynes students
- ▶ Twitter and Facebook updates
- ▶ School and classroom visits

The partnership will kick off with a “Movie Night with Mase,” a special event for 50 E.L. Haynes students on Thursday, August 27 at 6:00 PM. Students in grades 4-7 will win the opportunity to attend by participating in a school essay contest, writing about why hard work is important. The students will watch the 2003 Academy Award winner for Best Animated Short “The Chubb Chubbs” and “Open Season 2” provided by sponsor **SONY**. The event is hosted by the **Motion Picture Association of America** in their 75-seat screening theater. The students will also receive a **SONY** backpack filled with school supplies provided by **SONY** and **Staples, Inc.**

Mason’s personal story is one of hard work and determination. His dream of playing NBA basketball came true through countless hours of practice and strategically aligning himself with the support and coaching needed to succeed. Jennifer Niles, E.L. Haynes’ Founder and Head of School, said, “Mason stands as an exemplar of E.L. Haynes’ motto: Be Kind, Work Hard, Get Smart. We are thrilled to embark on this exciting, technology-enhanced partnership and know that Mason will be an inspiration to our students.”

### **About Roger Mason, Jr.**

Roger Mason Jr. was born in Washington, DC, and attended Grace Episcopal Day School, Calvary Lutheran School and Sidwell Friends School. Upon completion of Our Lady of Good Counsel High School in 1999, Roger was selected as an ALL MET Player by the Washington Post and the Gatorade Player of the Year for the Washington DC area. Mason was accepted and attended the University of Virginia, where he earned an ACC Honor Roll status as a student. He was selected by the NBA draft in 2002 as the 31st pick to the Chicago Bulls. After 2 years with the Bulls, Roger played for the Toronto Raptors. He later spent 5 months in Greece playing for Olympiacos and one year for team Hapoel Jerusalem in Jerusalem, Israel. In 2006, Mason was selected to play for the Washington Wizards. During his tenure with the Wizards, Mason’s minutes and overall scoring increased, earning him several awards including the Most Improved Player by Ronnie Thompson of Comcast sports. By the end of his second year, the Washington Post awarded Mason with the distinguished ALL MET Player award given by the Washington Post. Mason is currently a guard with the San Antonio Spurs, for which he is credited with five game winners. Off court, Mason is active in community service. He hosted a camp for military children in 2009 at Ft. Detrick, where he was presented the Commander’s Coin, given for outstanding service by the commander of the base. He also sponsored a camp for boys and girls at Good Counsel High School, his alma mater. Mason is founder of the Roger Mason Jr. Foundation which will partner with E.L. Haynes Public Charter School this year.

### **About E.L. Haynes**

E.L. Haynes Public Charter School was founded in 2004 and has a program based on nationally-recognized best practices for advancing student achievement. E.L. Haynes' mission is that every student – regardless of race, socioeconomic status, or home language – will reach high levels of academic achievement and be prepared to succeed at the college of his or her choice. E.L. Haynes is moving steadily toward achieving this mission; in 2009, 80% of students scored proficient or advanced in math on the DC-CAS and 66% scored proficient or advanced in reading. The school boasts outstanding three-year gains of 50 percentage points in math and 26 percentage points in reading. In 2009-2010, E.L. Haynes serves 450 students in grades Pre-K through 7 and will grow, adding a grade each year, until it serves students in grades Pre-K through 12. The school is the first year-round public school in Washington, DC and is named for Dr. Euphemia Lofton Haynes, the first African-American woman to receive a doctorate in mathematics, a teacher in the District of Columbia's school system for 47 years, and the first woman to serve as President of the District of Columbia Board of Education. In April 2008, E.L. Haynes was chosen from DC's 56 charter schools as the winner of Fight for Children's first-ever Quality Schools Initiative Award. In both 2008 and 2009, E.L. Haynes was named a Silver Award winning school in through New Leaders for New Schools' Effective Practice grant program, ranking as a top school among a consortium of 144 charter schools nationwide. For more information, please visit [www.elhaynes.org](http://www.elhaynes.org).

### **About Sony Corporation of America**

Sony Corporation of America, based in New York, NY, is a U.S. subsidiary of Sony Corporation, headquartered in Tokyo. Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Pictures Entertainment Inc., Sony Computer Entertainment America Inc., and Sony Music Entertainment, one of the largest recorded music companies in the world. Sony recorded consolidated annual sales of approximately \$78.9 billion for the fiscal year ended March 31, 2009, and it employs 171,300 people worldwide.

### **About Motion Picture Association of America**

The Motion Picture Association of America (MPAA) and its international counterpart, the Motion Picture Association (MPA) serve as the voice and advocate of the American motion picture, home video and television industries, domestically through the MPAA and internationally through the MPA. Today, these associations represent not only the world of theatrical film, but serve as leader and advocate for major producers and distributors of entertainment programming for television, cable, home video and future delivery systems not yet imagined. Founded in 1922 as the trade association of the American film industry, the MPAA has broadened its mandate over the years to reflect the diversity of an ever changing and expanding industry. The initial task assigned to the association was to stem criticism of American movies, which were then silent, and to restore a more favorable public image for the motion picture business. Today the association continues to advocate for strong protection of the creative works produced and distributed by the industry, fights copyright theft around the world, and provides leadership in meeting new and emerging industry challenges.