



NEW YORK, Feb. 20, 2013 /PRNewswire/ -- Today Sean Combs announces his support of global non-profit, Network for Teaching Entrepreneurship (NFTE) and empowering at-risk youth through entrepreneurship education through a multi-tiered commitment. Combs is passionate about NFTE's mission to provide hands on education and real life skills to teach kids not only how to run their own business but to approach their whole life in an entrepreneurial way.

One component of the partnership and in an effort to spur innovation among all youth, Combs' brand, Sean John was recently a proud sponsor of NFTE's World Series of Innovation (WSI). The annual event sparks young people across the globe to devise groundbreaking products and services targeted at specific market opportunities and show how they would sell and market to the public. Sean John challenged youth to design an app or mobile game to help a fashion consumer interact with their favorite designer brand using social media.

"I am honored to partner with NFTE on this initiative because I am extremely proud of the work they do every day, helping over 500,000 young people reach their dreams of becoming entrepreneurs," said Sean Combs . "I believe all young people should be given the opportunity to be successful and to pursue their passions and NFTE gives all kids the tools they need to be the CEOs of their future."

Additionally, Combs himself will be hitting the auction block to support the organization's Dare To Dream Auction in April 2013. Last year's online auction received rousing success which directly benefited NFTE programming, as celebrity entrepreneurs including Combs, offered their expertise through a business coaching session. Once again the public will have a chance to bid for one lucky winner to be mentored by Combs and to discuss and receive feedback for their business from Combs and his senior leadership team across his family of brands.

Also, in continuation of last year's successful initiative, Combs Enterprises will host the 2nd annual Intern Entrepreneurship Education Day. Sean Combs believes his interns have the potential to change their lives and make a difference in society through developing entrepreneurial skills and attitudes that the award-winning NFTE curriculum offers. The goal of the daylong program is to ignite these interns to tap into their own ingenuity and passion and to encourage them to create solutions within their community or within the marketplace.

"NFTE is so honored that Sean Combs has chosen to partner with our organization. His life and accomplishments speak directly to the students we serve everyday in some of the most under-resourced public schools," comments Amy Rosen , CEO and President of Network for Teaching Entrepreneurship. "Through Mr. Combs personal commitment and the services his various companies are performing for NFTE, this partnership will help us reach our goal of instilling the entrepreneurial mindset in one million young people over the next five years."

Furthermore, Dia Simms , Executive Vice President of the Blue Flame Agency, a full-service marketing and advertising agency amassed by CEO and Founder, Sean Combs years' of launching iconic brands, has joined NFTE's Board of Directors. In her new role, she will support NFTE by

adding her expertise within the branding and social media arenas to propel the organization's global youth entrepreneurship education message within the mainstream along with navigating the brand ambassadorship of Sean Combs .

States Simms, "I am extremely honored to be part of an organization focused on supporting and offering youth total access to their tomorrow. With NFTE, education extends beyond classroom walls and into the real world, and I am proud to be part of this evolution of education."

For 25 years, NFTE is the leading global non-profit organization that brings entrepreneurship education to low-income youth. NFTE students receive hands on training in launching a business and learn the real-world relevance of math, reading and writing. The NFTE curriculum reinforces students' critical thinking skills and provides them with tools to help them take responsibility of their futures and to think entrepreneurially.

"We are thrilled to have Dia Simms , as such a vibrant and well respected business leader on our board to help pave the way for NFTE's work," states Maria Pinelli , Ernst & Young's Global Vice Chair Strategic Growth Markets and Board Chair of Network For Teaching Entrepreneurship. "With staggering youth unemployment rates, we are confident that Dia's influential reach within the community will allow us to keep growing our programs and to empower youth to harness their entrepreneurial dreams, making job ownership and creation a reality, worldwide."

About Sean "Diddy" Combs

SEAN COMBS , the CEO and founder of Bad Boy Worldwide Entertainment Group is a multifaceted entertainment powerhouse. Sean "Diddy" Combs was declared "One of the Most Influential Businessmen in the World" by Time Magazine and CNN. Combs, 43, oversees one of the world's preeminent urban entertainment companies, encompassing a broad range of businesses including recording, music publishing, artist management, television and film production, recording facility, apparel, and fragrance.

About the Network for Teaching Entrepreneurship

Too many young people today drop out of school and struggle to break the cycle of poverty. Since 1987, the Network for Teaching Entrepreneurship (NFTE) has been inspiring young people to pursue educational opportunities, start their own businesses, and succeed in life. By providing entrepreneurship education programs relevant to the real world, NFTE empowers students to own their educations in and out of the classroom and to find their own path to success. Hundreds of thousands of students have discovered opportunity all around them through entrepreneurship via thousands of certified educators worldwide. NFTE supports active programs in 18 U.S. states and 11 countries around the world. Entrepreneurs are a powerful driver of economic growth and NFTE sows the seeds of innovation in students worldwide. For more information, visit www.nfte.com.

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