



For Immediate Release  
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### **Star Power is the Best Power**

Establishing a new business requires dedication, hard work and a positive work ethic. These are some of the key components that Jamaal Jackson, co-founder of Star Power Marketing put into practice when he entered the business world three years ago.

Jackson, originally from Lancing, MI. knew as a young child that he wanted to be his own boss one day. While growing up in Lancing, a city where the most common career opportunity was to work at General Motors, Jackson made up his mind that he wanted to establish a life-long career that did not characterize him as just another employee.

After making the decision to relocate to St. Louis, Jackson began to put his career into full gear. By continuously networking with business professionals across the St. Louis area, Jackson began to see his plans of becoming a businessman as more of a reality than just a dream.

It was not long after meeting two other success-driven individuals like himself that Jackson was presented with the opportunity to put his business plans into action. For years Jackson had envisioned generating a company that manages athletes and music artists. Jackson wanted to create a business that catered to its clients in more ways than one. "I wanted to brand a company where my clients were certain that I had their best interest at heart," said Jackson.

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## **Jackson's Star Power**

Creating a business where everyone is like family was his aim. Jackson described his ideal business as one of a kind. "I want to stand out from everyone else" said Jackson.

Not long after establishing professional relationships with other businessmen like himself Jackson found the break he had been hoping for. Abe Givens and Tony Davis two business professionals offered the notion to create a marketing company that represented athletes and musicians. Ready to get the plan into motion, the trio began scouting names that was suitable for everyone.

After careful deliberation the trio all agreed on Star Power Marketing. A sports and entertainment marketing company was the description of the newly established company. When asked the primary purpose of Star Power "Taking care of our clients" he said. Jackson emphasized his passion for the well being of his clients. Finding avenues for endorsements, sponsors and publishing deals for our clients is the primary calling of Star Power Marketing.

Though Star Power Marketing is positioned around the management of athletes and musicians this company takes the opportunity to contribute to the community. During the summer Star Power Marketing group host a basketball camp in the inner city community. The summer camp allows children the advantage to get interactions with NBA players. "If you could see the looks on those kid's faces" said Jackson when describing the excitement that the children have. Summer camps for children is just one of the many things that Star Power Marketing does for it's community.

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### **Jackson's Star Power**

This marketing business works very hard to achieve the amount of success it has today. Jackson has plans to explore his horizon in the business world. Future plans include expanding on Star Power, and making it a marketing company that is recognized in other states.

Maintaining strong work ethic and remaining focused on future aspirations is what continues to contribute to Jamaal Jackson's success. With no plans of stopping now Jackson is on his way to the top.

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