



**Sports & Arts in Schools Foundation**  
Engaging Students' Minds and Bodies

## **Sports & Arts in Schools Foundation**

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### **SASF SPEAKERS BUREAU BRINGS PROFESSIONALS INTO CLASSROOM TO OFFER TIPS FOR SUCCESS IN SCHOOL, LIFE**

#### **IN FIRST INSTALLMENTS OF NEW PROGRAM, SUCCESSFUL ENTREPRENEUR AND LEGENDARY SPORTS AND FITNESS COACH SPEAK WITH CURIOUS STUDENTS**

**Woodside, Queens** – The Sports & Arts in Schools Foundation (SASF), a leading provider of after-school and summer programming for NYC public school students, recently initiated its “Speakers Bureau” guest speaker small-group discussion series with visits by two unique, high-achieving professionals at a collection of middle and high schools throughout the city. Alison Nelson, the creator of the Chocolate Bar chocolate and coffee café franchise spoke with youngsters at I.S. 125 in Woodside, Queens; and Vic Braden, the legendary tennis coach, sports psychologist and motivational speaker spoke with students at a number of middle and high schools across the city.

Alison Nelson undertook her dream of making tasty chocolate treats with a small shop in lower Manhattan. Over time her Chocolate Bar chain has grown to include multiple locations in NYC and new stores in Dubai and Qatar. At I.S. 125, Alison spoke with a dozen students about the struggles of starting a new business, the importance of hard work and perseverance, and the rewards of friendship and fun that come with her job. “I made a lot of mistakes,” Alison said of her start in the retail chocolate world. “But I learned from mistakes and never gave up, and that was key.”



Students asked about details of the Chocolate Bar operation, other jobs Alison had in her life, and what she remembered about her time in school. “I was never great in science or math when I was your age,” Alison recalled. “But those subjects are very important to my chocolate business today, so you never know what skills will be useful to you later in life – study hard in everything!” Later, Alison shared samples of her specialty brownies and chocolates with the group, to rave reviews.



Also this week, Vic Braden, a world-renowned athletic coach and sports psychologist to the pros, met with students from a number of SASF after-school programs throughout the city to talk about his lessons for getting the most out of life, be it on the tennis court or in the classroom. “There’s no guarantee how long you will live,” Braden told Lehman High School Students in the Bronx. “But you can decide *how* you will live.” With that, he told his audience to try lots of new things and be open-minded to all that life offers, but to be focused on achieving obtainable goals regularly.

At I.S. 238 in Hollis, Queens, Braden recommended that the middle schoolers get in the habit of writing in a journal every day. “Writing down your thoughts and feelings is the best way to reconsider all that happens to busy people like you in a day,” he said. “And be sure to set those goals and flip back from time to time and make sure you’re meeting them.”