

**For Immediate Release**

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## Tech & Jazz Communities Unite in Dallas to Help Build Technology Careers for U.S. Veterans

Dallas, TX (March 12, 2015) – NPower, 7-Eleven, PepsiCo and the greater North Texas tech community are proud to present multiple Grammy Award-winning trumpeter Terence Blanchard for a benefit concert at the Morton H. Meyerson Symphony Center on April 7, 2015, at 8 p.m. Tickets on sale now at [TicketDFW.com](http://TicketDFW.com) or see event sponsorship opportunities at [npower.org](http://npower.org)

Over **30,000 new U.S. Armed Forces veterans** enter the job market each year—but finding a good civilian job can be a challenge, and veteran unemployment has remained high in Texas and nationwide. NPower, a nonprofit organization with offices across the U.S. and Canada, offers a free training program, Technology Service Corps, to prepare veterans for IT careers. Since 2013, NPower has trained over 150 veterans in Texas and helped them obtain high-paying jobs at Fortune 500 companies.

On April 7, NPower is proud to host a first-of-its-kind benefit concert to expand the training program. Nearly **1,400 veterans** from the greater Dallas area are interested in the program, and NPower must grow to meet this demand.

*“Veterans provide an immense talent pool to the technology community,”* said Stephanie Cuskley, NPower CEO. *“We salute the service of all our North Texas-based veterans and believe that any organization they join becomes stronger because of the unique experiences and leadership qualities our Technology Service Corps graduates bring to the workforce.”*



Terence Blanchard featured performer at NPower Jazz Dallas April 7, 2015 Benefit Concert

The April 7<sup>th</sup> benefit concert promises to be a powerful evening with real impact on the lives of hometown heroes. It will be the first public performance in Dallas by Mr. Blanchard. 2015 marks the third consecutive year that NPower has collaborated with Mr. Blanchard, who is one of the most influential jazz musicians and film score masters of his generation.

Dallas County Community College District  
Bill J. Priest Institute for Economic Development

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*“Jazz has a way of connecting people and I am proud to have my music assist in building the future workforce,” Mr. Blanchard said, adding, “Veterans embody hard work and leadership, and my biggest motivation for supporting NPower is that it builds on their strengths and provides them with a springboard to ensure a smooth transition back into the workforce.”*

Commented Wes Hargrove, 7-Eleven senior vice president and CIO: *“NPower is building on more than a decade of success to expand their life-changing program to more locations. This benefit concert will help us change the lives of many veterans in North Texas and ultimately help the next generation of technology professionals.”*

*“Everyone wants to see veterans succeed professionally when they return to our communities,” said Robert Dixon, PepsiCo senior vice president and Global CIO. “Expanding the NPower North Texas program addresses a critical demand for technology training in our communities.”*

By joining NPower at this fundraising concert on April 7<sup>th</sup>, you are giving back to veterans for all they have given for our country.

*“After returning home, I found out that no one was interested in an ex-PATRIOT Missile System Officer. Because of NPower, I received my A+ Certification and ServiceNow Administrator training and now I am a full-time employee at AmerisourceBergen,” said Frederen Wimberly, former 1st Lieutenant, U.S. Army and Technology Service Corps North Texas, Class 2 Graduate.*

Technology Service Corps North Texas is accepting applications now. Learn more about eligibility requirements and apply at: <http://www.npower.org>. Follow [#NPowerJazzDallas](#) across social media for the latest on this exciting benefit concert.

### **Event Information**

NPower Jazz Dallas *Building Tech Careers for U.S. Veterans* Featuring Terence Blanchard  
8 p.m. on Tuesday, April 7, 2015

Morton H. Meyerson Symphony Center

Tickets: \$50 Adults / \$20 Students

Tickets on sale now at [TicketDFW.com](http://TicketDFW.com) or event sponsorship opportunities at [npower.org](http://npower.org).

### **About NPower:**

NPower mobilizes the tech community and provides individuals, nonprofits, and schools opportunities to build tech skills and achieve their potential. Technology Service Corps builds brighter futures for underserved young adults and veterans by providing free technology and professional skills training, mentoring, internships and employment services. Founded in New York City in 2002, Technology Service Corps has since graduated over 900 young adults and veterans. While NPower North Texas serves 100 veterans per year, the nonprofit organization also expanded recently in the San Francisco Bay Area to serve veterans and in Toronto to help underserved young adults.

### **About Terence Blanchard:**

Terence Blanchard has established himself as one of the most influential jazz musicians and film score masters of his generation, a member of a jazz legacy that has shaped the contours of modern jazz today. With more than 30 albums to his credit, as a musician Blanchard is a multi-Grammy Award winner and nominee. As a film composer, Blanchard has more than 50 scores to his credit, most recently, Kevin Costner's "Black or White." He received a Golden Globe nomination for Spike Lee's *25th Hour*. Other film music written by Blanchard includes Kasi Lemmons' *Eve's Bayou*, Oprah Winfrey's *Their Eyes Were Watching God*, Tim Story's *Barbershop* and George Lucas' *Red Tails*. Blanchard also contributed on Disney's *The Princess and the Frog* as the musical voice of "Louis the Alligator." As a guest lecturer and artist in residence, Blanchard works with students in the areas of artistic development, arranging, composition and concert programming. He also participates in master classes around the world as well as local community outreach activities in his beloved hometown of New Orleans.

### **About 7-Eleven, Inc.**

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates, franchises or licenses some 10,500 7-Eleven® stores in North America. Globally, there are more than 55,000 7-Eleven stores in 16 countries. During 2013, 7-Eleven stores generated total worldwide sales close to \$84.5 billion. 7-Eleven has been honored by a number of companies, organizations and publications. Recent accolades include: Entrepreneur magazine ranked 7-Eleven as #1 on its 2014 Global Franchise Rankings list and #10 on its "Top 10 Franchises" for 2015, #2 on Franchise Times Top 200 Franchise Companies for 2013; and #3 in Forbes magazine's 2012 Top 20 Franchises to Start list. 7-Eleven is No. 3 on Fast Company magazine's 2013 list of the "World's Top 10 Most Innovative Companies in Retail," among the Top Veteran-Friendly Companies for 2013 by U.S. Veterans Magazine and on GI Jobs magazine's Top 100 Military Friendly Employers for 2014. 7-Eleven is franchising its stores in the U.S. and expanding through organic growth, acquisitions and its Business Conversion Program. Find out more online at [www.7-Eleven.com](http://www.7-Eleven.com).

### **About PepsiCo**

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales. At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. For more information, visit [www.pepsico.com](http://www.pepsico.com).

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