

FOR IMMEDIATE RELEASE
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NIPSEY HUSSLE'S EXTRAORDINARY LEGACY OF SERVICE CONTINUES AT THE 2024 LOS ANGELES MARATHON

LATE, GREAT RAPPER/ACTIVIST/ENTREPRENEUR'S NEIGHBORHOOD NIP FOUNDATION
TO PARTICIPATE AS OFFICIAL CHARITY PARTNER

ALL FUNDS RAISED TO SUPPORT THE REBIRTH OF THE NIPSEY HUSSLE PLAZA,
THE NEIGHBORHOOD NIP FOUNDATION'S HEADQUARTERS

THE NEIGHBORHOOD NIP FOUNDATION SLATED TO LAUNCH YOUTH PROGRAMMING IN 2024

39TH RUNNING OF THE LOS ANGELES MARATHON PRESENTED BY ASICS
TAKES PLACE ON MARCH 17, 2024



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The extraordinary legacy of the late, great **Nipsey Hussle** continues as the [Neighborhood Nip Foundation](#) gears up to participate as an official charity partner in the **2024 Los Angeles Marathon**. Hussle's **The Marathon Clothing (TMC)** brand will enter a team of 15 or more, with all funds raised by each runner benefitting the Neighborhood Nip Foundation. The participating team is being sponsored by **The Marathon Clothing (TMC)**, **The Marathon Water**, and **Puma**. The 39th running of the Los Angeles Marathon presented by ASICS takes place in Los Angeles on March 17, 2024.

"Hussle always spoke about the brand being involved with the LA Marathon. So, it's a privilege for the team to be an official charity partner and enlist community participants to join the 2024 LA Marathon in honor of his legacy," says The Marathon (TMC) team.

LA Marathon quote placeholder

The Neighborhood Nip Foundation was created in 2019 with a mission to extend Nipsey Hussle's legacy and mission to inspire the community through initiatives that will benefit underprivileged youth. The Neighborhood Nip Foundation will kick off programming in 2024 with a complete reconstruction of the Nipsey Hussle Plaza property, located at 3420 W. Slauson Ave., the original location of The Marathon Store. Breathing new life into the location and following Hussle's passion for creating a program that aids and encourages youth to reach their highest potential, the renovated site will serve as a massive community center for elementary through high school level students. Led by staff members of the foundation and additional volunteers from the community, programming will range from academic studies to music and studio-specific access. Additionally, the plaza will offer exclusive access to The Marathon Store, which will not be open to the public, as well as free haircuts at Steve's Barbershop named after Hussle's childhood friend Stephen "Fatts" Donaldson. Hussle's estate plans to open the doors of The Neighborhood Nip Foundation in 2024.

PLAZA PHOTOS

ABOUT NIPSEY HUSSLE

Ermias "Nipsey Hussle" Asghedom founded his record label, All Money In, in 2008, and burst on the scene with a trilogy of ground-breaking mixtapes, *Bullets Ain't Got No Names*. In 2010, Hussle dropped critically acclaimed mixtape, *The Marathon*, deemed one of XXL's "100 Best Mixtapes of 2010." In 2011, Hussle released *The Marathon Continues* followed in 2013 by *Crenshaw*, the latter of which morphed into a media sensation when 1000 first-edition CDs priced at \$100 each sold out in less than 24 hours at the first Proud 2 Pay pop-up in Los Angeles' Fairfax district.

A year later, Hussle embarked on the *Crenshaw Tour* before releasing *Mailbox Money*. This time, the budding entrepreneur offered a limited-edition run of 100 physical copies priced at \$1000 each, all of which sold out instantly. After creating a weekly *#MarathonMonday* series, Hussle released the 17-track *Slauson Boy 2* in 2016. The rapper later teamed with hip-hop peer YG for the landmark single, "FDT (F*** Donald Trump)," praised by the *Los Angeles Times* as "the most prophetic, wrathful and unifying protest song of 2016."

Hussle announced his partnership with Atlantic Records in 2017, releasing his label debut album, *Victory Lap*, to worldwide popular success, critical applause and a "Best Rap Album" nomination at the 2019 GRAMMY® Awards. The following year saw Hussle awarded posthumous GRAMMY® Awards for "Best Rap Performance" for his own "Racks In The Middle (Feat. Roddy Ricch & Hit-Boy)" and "Best Rap/Sung Performance" for DJ Khaled's "Higher (Feat. Nipsey Hussle, John Legend)."

Hussle's creative vision wasn't limited to his roles as an artist and label executive. The savvy businessman created The Marathon Clothing (TMC) brand in 2009, then years later remodeled and opened his first flagship smart store in 2017 in his beloved Crenshaw District. The owner of

several other successful business ventures including The Marathon Agency and SC Commercial Ventures, Hussle also launched Vector90, a STEM (Science, Technology, Engineering, Math) initiative for Crenshaw neighborhood youth in 2018, the first in a planned chain of STEM academies within other inner cities, such as Atlanta, Baltimore and Washington, D.C. 2022 saw the long-awaited grand opening of The Marathon (Collective), a premier THC and CBD retail store at 7011 Canoga Ave. Since his passing Nipsey Hussle's family has continued his work with the [Neighborhood Nip Foundation](#). The foundation's headquarters will be located in Nipsey Hussle Plaza at 3420 W. Slauson Ave., the original location of The Marathon Store. The Neighborhood Nip Foundation will serve as a community center for elementary through high school level students including access to studio equipment for budding music enthusiasts as well as homework assistance and exclusive access to the Marathon store, Steve's Barbershop and more. Hussle's estate plans to open the doors of The Neighborhood Nip Foundation in 2024.



CR: JIMMY FONTAINE

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