

BLACK CARPENTER

Brian White

with Anna Cheshire Levitan



A MULTI-PLATFORM YOUTH DEVELOPMENT PROGRAM

"The purpose of Black Carpenter is to create a tool box of essential life skills for the next generation. I had the great fortune of being born into a family with strong values who gave me the courage to follow my dreams and reach for the stars. My mother and father instilled in me a sense of purpose not defined by today's street obsession with bling, cars or cribs. Black Carpenter is as much their message of hope, perseverance and achievement for young people, as it is mine."

- Brian White



ABOUT THE PROGRAM

- Black Carpenter is a multi-platform youth development program that urges young people to “build their future.”
- Black Carpenter is an empowerment brand with applications in print (book), speaking (tours), film (documentary), products and services (retail and financial), and on the internet (webisodes).
- Black Carpenter’s mission is to illustrate and make available to kids essential “tools” for a successful professional, financial, and personal life.
- Black Carpenter co-creators are Brian White and Anna Cheshire Levitan.
- Black Carpenter is based on lessons learned as a youth that led Brian White to successes in sports, business, philanthropy, and entertainment. Brian White is an Ivy League graduate of Dartmouth College, a former NFL New England Patriots football player, a licensed stock broker, and an accomplished Film and TV actor.



Brian White





ABOUT THE BOOK

Black Carpenter is a young person's guidebook to essential tools for life.



"The chapters in *Black Carpenter* are divided into tools, metaphors for life's most important values, supported by personal anecdotes. Reading a chapter is opening the tool box of my life story. Lift out a hammer and see how choice affected me, mistakes made and lessons learned. Lift out a utility knife and read how overcoming fear taught me how to dance, ballet no less, which prepared me for a lead role in *Stomp the Yard*. Lift out a tape measure and meet the mentors in my life who pushed me to graduate an honor roll student from public high school and attend an Ivy League college. Most importantly, lift out any tool in these ensuing chapters and learn how to become your own Black Carpenter." - Brian White



SPEAKING TOUR

Black Carpenter spokesperson Brian White takes the Black Carpenter message on the road, Summer 2010!

JUNE 14 & 15 - BOSTON, MASSACHUSETTS

- Steppingstone Foundation meets with Black Carpenter's Brian White
- Boston Globe and Boston Herald interview Black Carpenter's Brian White
- Joslin Diabetes Center meets with Black Carpenter's Brian White
- WCVB, Channel 5's "Chronicle" profiles Black Carpenter's Brian White
- Boldfacers.com interviews Black Carpenter's Brian White
- Massachusetts Institute of Technology (MIT) Professor Johann Sadock meets with Black Carpenter's Brian White
- Black Carpenter's Brian White accepts Basketball Legacy Award in honor of his father, Celtics legend Jo Jo White

JUNE 19 - LOS ANGELES, CALIFORNIA

- Black Carpenter's Brian White is presenter at The Magic Johnson Foundation and Black AIDS Institute's "Heroes in the Struggle" Gala

JUNE 26-27 - ST. LOUIS, MISSOURI

- Black Carpenter's Brian White hosts Youth Lifeline America's Weekend of Champions

JULY 14-18 - ST. THOMAS, US VIRGIN ISLANDS

- Black Carpenter's Brian White hosts Helping Hands Celebrity Weekend, an organization he founded





BOOK & CURRICULUM

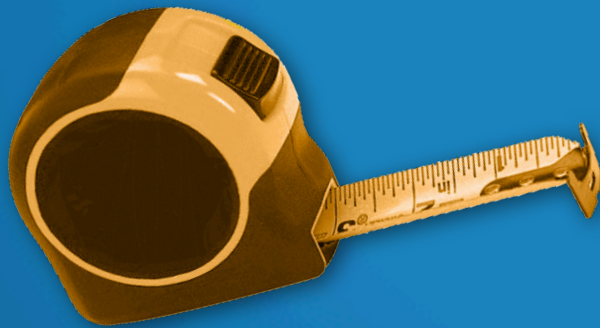
HAMMER



HAMMER = STRENGTH

"At Dartmouth College, I studied Malcolm X and many of the great Black leaders who searched for strength. But anger didn't makes sense to me. An angry boxer is going down. Anger was not a trait I wanted to latch onto." - Brian White

TAPE MEASURE



TAPE MEASURE = QUESTION

"Question everybody and everything, but with respect. This includes your parents, bankers, handlers, and even your friends. Don't follow people. Get the information and make the decision for yourself." - Brian White

PLIERS



PLIERS = LOCK, LEARN, MOVE

"In football, if you have a bad play, you have four seconds to get over it and ready for the next one or you're going to get sacked. Don't hold on to the negative. Move out of a harmful situation quickly. You will have plenty of time to reflect on your mistakes from the sidelines." - Brian White



FILM AND ON THE WEB

BLACK CARPENTER
3 part web series for PIC.TV

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A WEB SERIES BY
BRIAN WHITE AND
ANNA CHESHIRE LEVITAN

BLACK CARPENTER

featured videos:

- Episode 14:...
- DIARY Season 2
- Episode 13: Hiding...
- DIARY Season 2
- Episode 12: The Meek...
- DIARY Season 2

[see full show list](#)

opictv talks about Diary of a Single Mom

Diabetic? Learn real-life strategies for



BLACK CARPENTER
Feature Documentary chronicling the
creation of the empowerment brand



PRODUCTS & SERVICES

Black Carpenter Book, Speaking Tour, Documentary and webisodes build the BC brand. A percentage of the sales of BC Products & Services support Black Carpenter initiatives and non-profit partnerships. Trademarked Black Carpenter Logo and Insignia created exclusively for Black Carpenter by ETC Art Procurement, Austin, Texas. The BC logo encourages kids to "Measure Up."

Black Carpenter Products

*Business Model Inspirations



Black Carpenter Credit & Financial Services





ABOUT BRIAN WHITE

Brian White's movie credits include leading roles in *Mr. 3000*, *The Family Stone*, *Stomp the Yard*, *The Game Plan*, *I Can Do Bad All By Myself*, *Fighting*, *The Cabin in the Woods* and *Politics of Love*. White also appears on TNT's hit series "Men of a Certain Age".

A committed social philanthropist, White has served as the President of Celebrity Relations for W.A.R.M 2 Kids Foundation (We're All Role Models) since 2005; and is the co-founder of the Helping Hands Celebrity Weekend, a charity event where entertainers, athletes and business leaders come together, represent their favorite charity, and compete to raise money for their cause.

The son of Estelle Bowser-White and perennial All-Star Boston Celtics legend, Jo Jo White, Brian White is a graduate of Dartmouth College in Hanover, New Hampshire. He was signed by both the National Football League (NFL) and National Lacrosse League (NLL). He played professional football for the New England Patriots and professional lacrosse for the Boston Blazers. He is also a licensed stock broker (Series 6, 7, 63 and 65).



Brian White

www.BrianWhiteOnline.com





ABOUT ANNA CHESHIRE LEVITAN

Anna Cheshire Levitan is a producer, editor, and celebrity interviewer. In 2004, Anna was hired by Niche Media LLC (*Gotham, LA Confidential, Ocean Drive, Hamptons*) as Executive Editor of *Boston Common* magazine. As Executive Editor, Anna interviewed Academy Award winning actors Morgan Freeman and Forest Whitaker; celebrities Emily Mortimer, Emily Deschanel, Ginnifer Goodwin, Dwayne Johnson; royals Sarah, Duchess of York and Monaco's Caroline, HRH Princess of Hanover; designers Leonardo Ferragamo, Oscar de la Renta, John Varvatos; and Evelyn Lauder, Senior Corporate Vice President of the Estee Lauder Companies, on her global campaign to raise awareness and find a cure for breast cancer.

In 2008, Anna executive produced and co-created "Style Boston", a weekly TV show focusing on lifestyle in the Boston area. She sold the show in May 2009. "Style Boston" is currently seen on New England Cable News (NECN), a division of Comcast.

In 2009, Anna founded 5th Street East Productions and Launch which focuses on developing branded, multi-platformed content in print and media.

Aside from her print and production work, Anna is a committed philanthropist. She has co-chaired multiple non profit events for Boston Ballet and the Friends of the Public Garden.

On Martin Luther King Day in January 2002, Anna's eldest daughter Merritt was diagnosed with Type 1 Diabetes at the age of seven. Since then, Anna and her husband Richard Levitan have been actively involved in the diabetes community, and especially the New England Chapter of the Juvenile Diabetes Research Foundation, where Rich has served on the Board. Anna and Rich co-chaired the Joslin Diabetes Center's 2009 High Hopes Gala along with NBA Celtics guard Ray Allen and his wife Shannon. The Levitans will co-chair the 2010 High Hopes Gala for the Joslin on November 20 in Boston, Massachusetts.



Anna Cheshire Levitan

Info: 5thstreeteast.com