

# AWARENESS TIES

THE OFFICIAL SYMBOL OF SUPPORT FOR CAUSES

THE INTRODUCTION

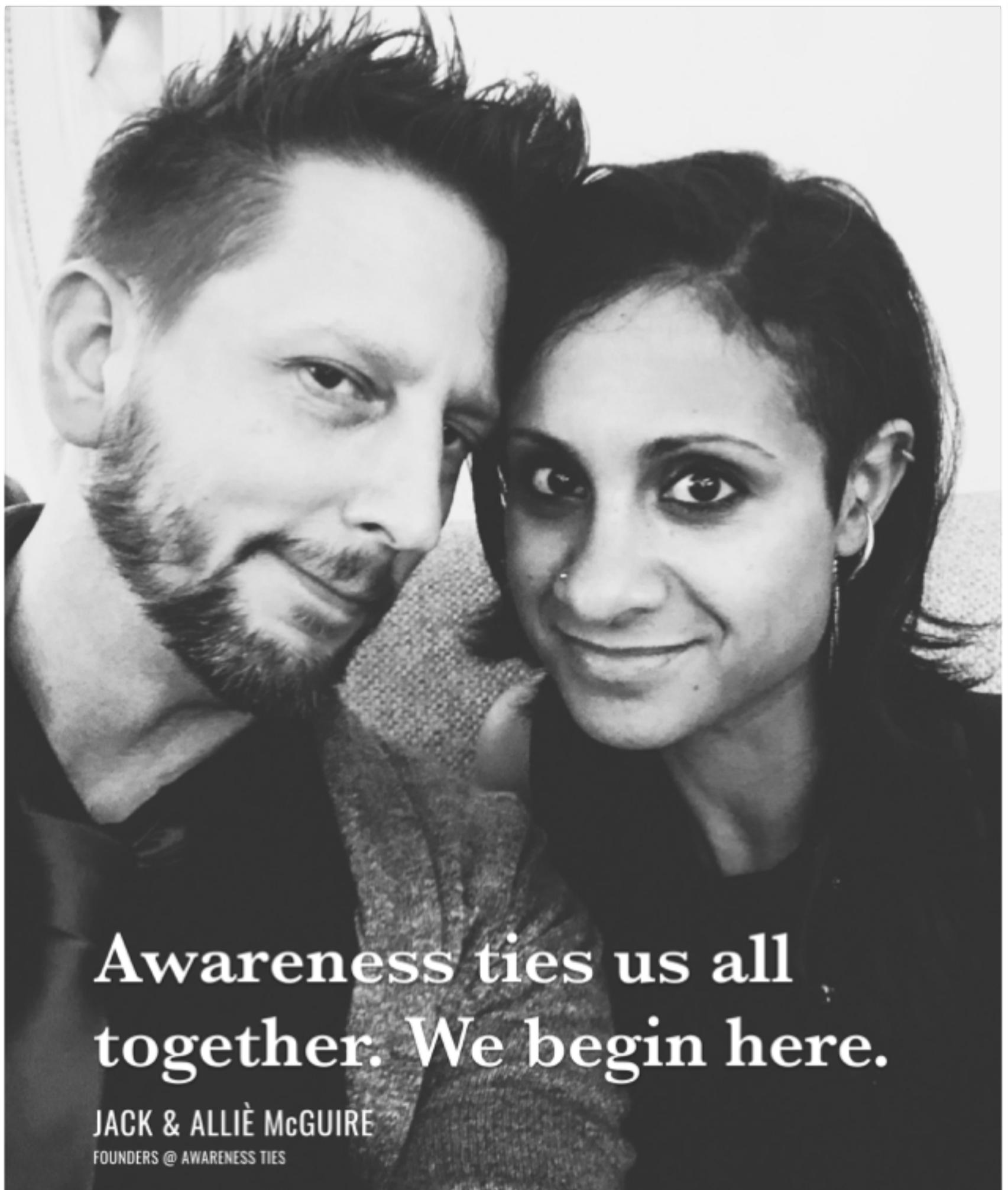


**AWARENESS TIES**  
SUPPORTS POSITIVE SOCIAL IMPACT WITH  
**21 CAUSES**  
**16 MILLION READERS**  
**126 NONPROFITS**  
**& 16 CELEBRITY AMBASSADORS.**

# THE MISSION

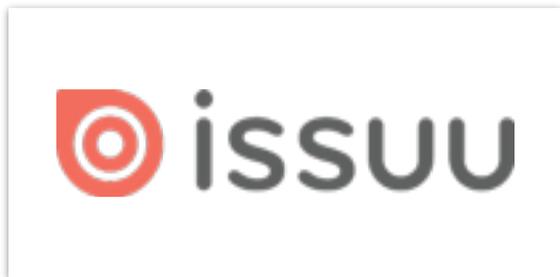
**Awareness Ties™ is the 'Official Symbol of Support for Causes'.**

Our mission is to support social change by elevating awareness and providing sustainable resources for positive social impact. Through our campaigns, publications talks and ties, we raise awareness for causes and funds for nonprofits.



# THE PARTNERS

In service and support of the Awareness Ties mission, we are honored to work with our Official Partners:



## ISSUU™ | Official Digital Publication Partner

Awareness Ties named Issuu as their exclusive online publishing partner providing access to over **100+ million users every month.**

"We are honored to be Awareness Ties' exclusive partner in helping tell its story, while also bringing attention to these very important causes on a global scale." - Joe Hyrkin, CEO of Issuu



## KNEKT™ | Official Production Partner

Awareness Ties co-produces all online events with KNEKT, enabling live broadcasts to be streamed and shared on a global scale. KNEKT produced the **Daytime Emmy Awards** and **Make-A-Wish Foundation Gala.**

"I am so excited to be on the advisory board for Awareness Ties, its such a brilliant movement that 'ties' fashion, causes and awareness together in a new and innovative way - and brings a new light to showing your support for an organization or something you believe in." - Kent Speakman, Founder of KNEKT



## MIXAM™ | Official Print Publication Partner

Awareness Ties prints publications exclusively with Mixam who provides world-class quality with eco-friendly practices.



With the support of our Official Partners, we can serve our **Nonprofit Partners** with excellence and integrity.

From our Awareness Guides™ that currently feature **126 Nonprofits** to custom campaigns designed for **UNITAR (United Nations Institute for Training and Research)**, the **American Cancer Society** and more, we are empowered by our partnerships to raise awareness for causes at a whole new level. This also gives us the opportunity to provide great value to the Official Sponsors we work with from global brands such as **Samsung** to local organizations like **LA Stage Alliance.**

# THE FAMILY

The mission of Awareness Ties is supported by its 'family' that consists of Jack and Allié McGuire (the founders and owners), along with the **Official Ambassadors** and **Advisors**. Each and every one of these individuals was selected for their passion that aligns with our purpose. Together, they are dedicated to creating sustainable positive social impact.



## OFFICIAL AMBASSADORS

Click [HERE](#) to learn more about each.

**SANTIA DECK**  
Professional Football Player & Entrepreneur  
**ELIZABETH BLAKE-THOMAS**  
Director, Producer & Writer  
**TRI BOURNE**  
Professional Beach Volleyball Player  
**GABRIELLE BOURNE**  
Producer & Actress

**ISABELLA BLAKE-THOMAS**  
Professional Football Player & Entrepreneur  
**AUSTIN PERINE**  
Homelessness Advocate  
**JESSICA YAMAGUCCI**  
Gun Violence Survivor & Speaker  
**BRANDON AU/OL RISING**  
Producer & International DJ

**DESMOND CLARK**  
Former NFL Football Player, Author & Speaker  
**MADELINE STUART**  
International Supermodel  
**A.J. ANDREWS**  
Professional Softball Player, Model & TV Host  
**CALY BEVIER**  
Recording Artist & Cancer Survivor

**DR. JASON CAMPBELL**  
Physician, Speaker & Diversity Advocate  
**MARY DAVID**  
Actress, Media Commentator & Lawyer  
**SIR BRUNO SERATO**  
Celebrity Chef & Philanthropist  
**DR. DELA TAGHIPOUR**  
Physician & ABC Medical Correspondent

## OFFICIAL ADVISORS

Click [HERE](#) to learn more about each.



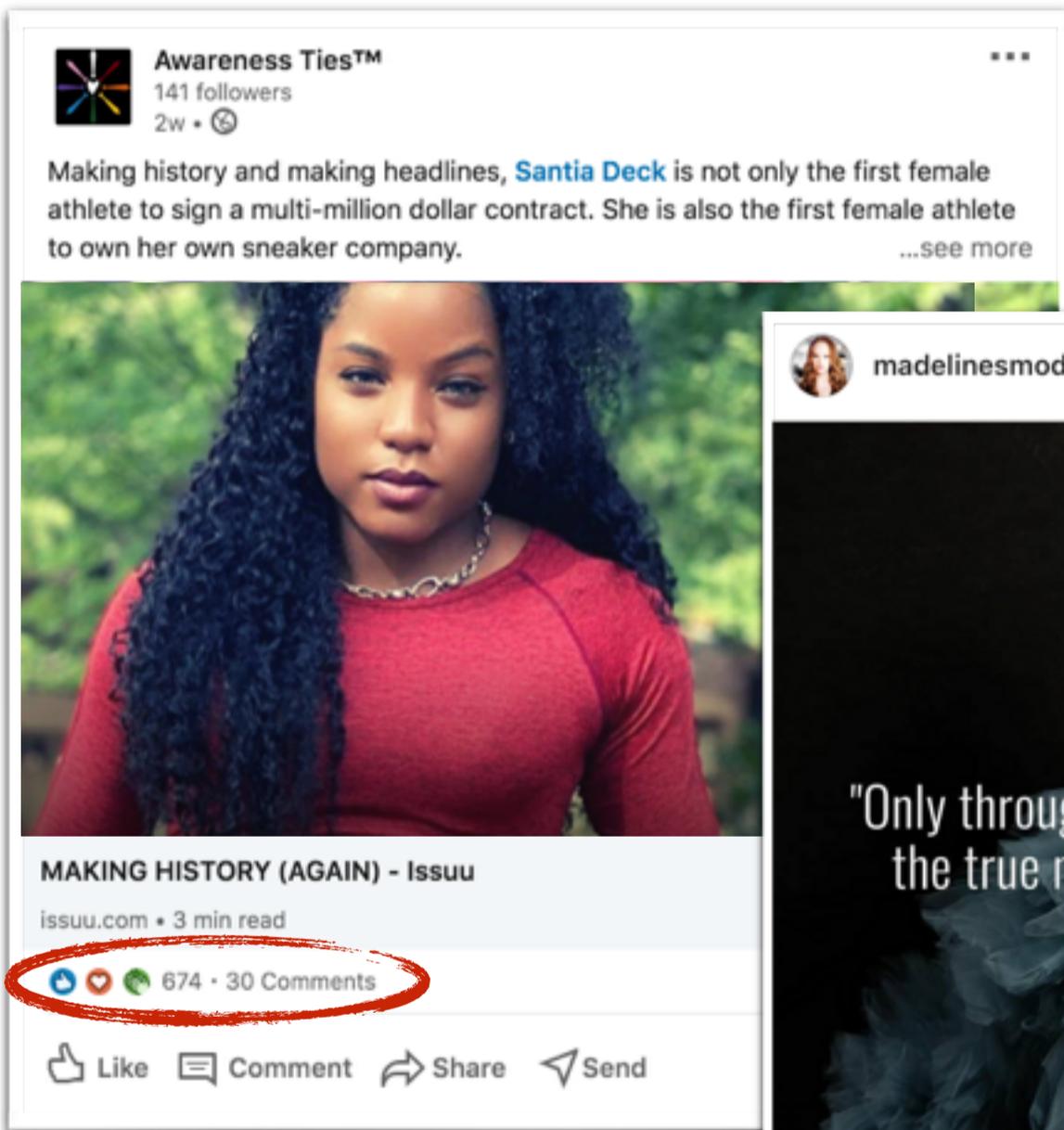
**LISA BOWMAN**  
CMO of Marketing Mojo, Former CMO of United Way  
**KENT SPEAKMAN**  
Founder of KNEKT TV  
**KERRY MARTIN**  
CEO of HopeXchange

**THI NGUYEN**  
Experiential Marketing Manager for Samsung  
**ROBIN FARMANFARMAIAN**  
Professional Speaker & Entrepreneur  
**JOEL CARTNER**  
Lawyer & Public Policy Professional

# THE REACH

Official Awareness Ties Ambassadors include celebrities, athletes, musicians, influencers, industry leaders and survivors. With a collective social media reach of over 3 million followers, our ambassadors include... 3 Olympic Hopefuls, the highest-paid female in professional football, the first-ever female Gold Glove Winner, a Professional Beach Volleyball Player, a Pro Bowl and Super Bowl NFL Tight End, a psychiatrist, an International Supermodel, a Disney Princess, a social impact filmmaker, an award winning actress, a gun violence survivor/speaker and a 6-year-old advocate for the homeless, a knighted celebrity chef, an ABC Medical Correspondent, the TikTok Doc, a lawyer and an international dj and a Tony Award Winning actress.

Each is connected and committed to the cause they support. It's an honor to have them part of the Awareness Ties family and ongoing story.



# THE FOUNDERS

Our story is one of positive social impact.

In a world in need of change for the better, just where should that change begin? In today's society, with so many causes that need support, we wondered where to start. It was after an event in LA that we began creating awareness for causes using ties to show support. After all, we're all tied to a cause.

In 2017, the idea began in Hollywood with a 'Gold Tie' event to empower social impact filmmakers with a symbol of support to be worn - a gold tie to represent the 'gold standard' in positive social impact to which these filmmakers held themselves. This led to our 'aha' moment.

Upon leaving LA and heading back to the Midwest, over the course of our flight and a 4 hour conversation, we realized that these ties, these 'symbols of support', could (and should) come in all colors to support all kinds of causes. They should support not just filmmaking but change making. These ties could be more than accessories; they could be symbols, statements and conversation starters to support multiple causes by raising much needed awareness.

It was then and there that Awareness Ties began with a collection of ties... But the ties were just the beginning. After the ties came the ambassadors, the campaigns, the publications and the talks. What started out as a 'symbol' for awareness became as 'stage' for causes. As a social impact platform, Awareness Ties now continues to write new chapters with the addition of new causes, ambassadors, partners and sponsors.



**ALLIÉ MCGUIRE**  
FOUNDER & CO-OWNER

Prior to Awareness Ties, with a love for words and wine, Allié built a career in independent content production with a unique, original voice. As the producer of 'The Allié Way', she created a lifestyle platform publishing original posts and projects representing brands in a number of verticals from wine to film to fashion. From serving as the Cannes Fashion Festival Wine Ambassador to producing three seasons of 'Trainsipping', Allié has worked with a number of brands, in front of the camera as an ambassador on red carpets and behind the camera as a photographer, videographer and designer. As a brand consultant and developer, she has an extensive portfolio of work developed for major brands with her branding/marketing agency - J+A Productions. In addition, she is a professional speaker and performance poet having presented at multiple TEDx events.

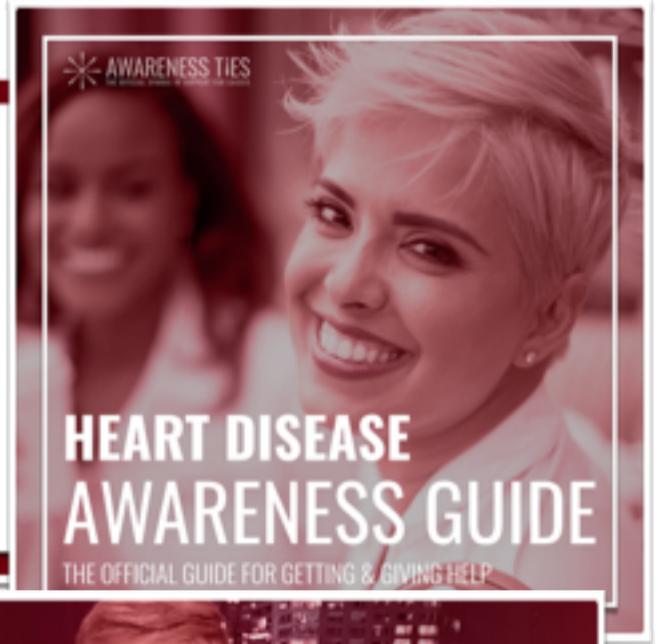


**JACK MCGUIRE**  
FOUNDER & CO-OWNER

Before Awareness Ties, as the Executive Producer of the Hollywood Film Festival, Jack McGuire managed event production and corporate operations. Co-Owner of J+A Productions, a full service branding & marketing agency, Jack has built a number of brands, developing marketing and branding strategies that support success. Prior to starting his own company, he developed and directed programming for a multi-million dollar brewery. Jack has flourished in a number of roles after gaining a strong work ethic early on in life with a tour in the Navy that took him all over the world and sparked an undying fascination and love of culture and all forms of art. Literally, a Jack of all trades, he's had a hand in every aspect of the entertainment industry - from creating and producing music to acting and modeling.

# THE PLATFORM

Awareness Ties is a platform that raises awareness and funds to support causes. Currently, there are **21 CAUSES** served through our **CAMPAIGNS, PUBLICATIONS, TALKS** and line of **TIES**. We work with Nonprofit Partners and Corporate Sponsors to educate and engage the public.



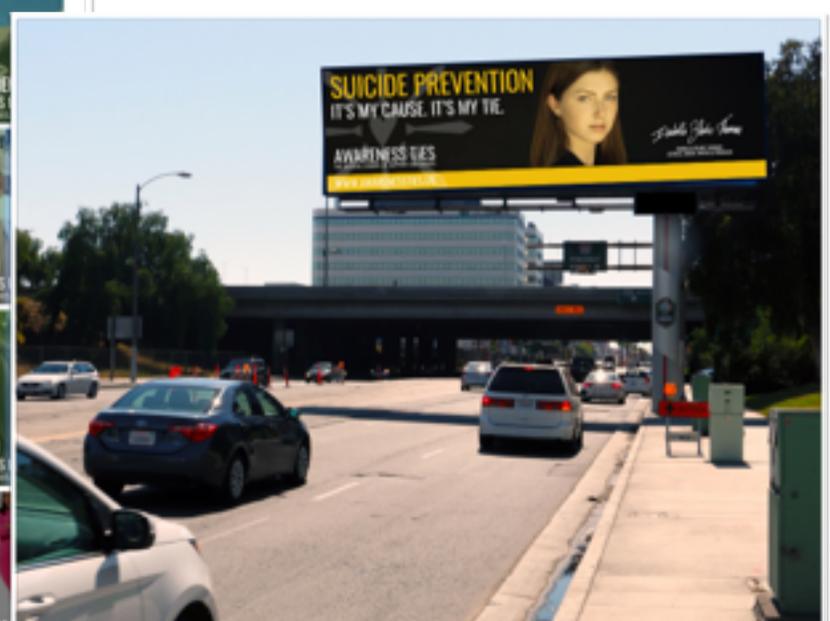
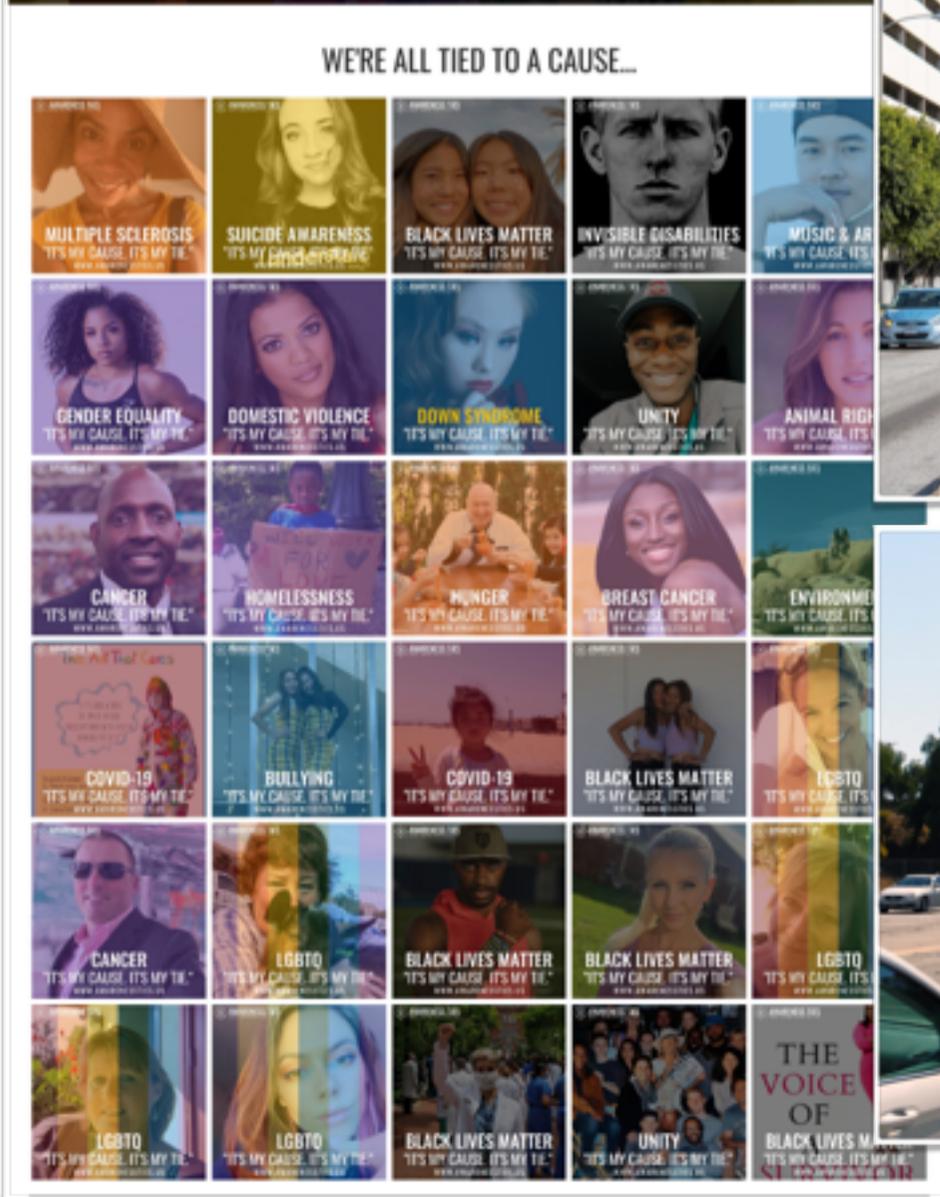
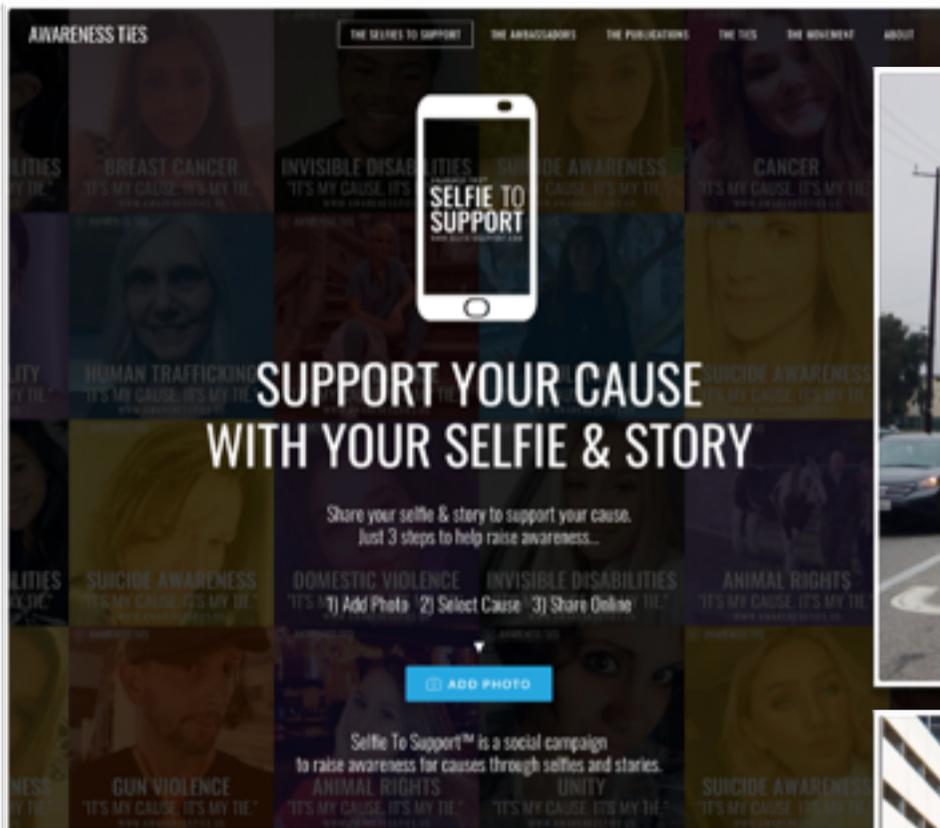
- Alzheimer's
- Animal Rights
- Breast Cancer
- Bullying
- Cancer
- Domestic Violence
- Down Syndrome
- Environment
- Gender Equality
- Gun Violence
- Heart Disease
- Homelessness
- Human Trafficking
- Hunger
- Invisible Disabilities
- LGBTQ
- Multiple Sclerosis
- Music & the Arts
- Suicide
- Unity
- Veterans



# THE PLATFORM > THE CAMPAIGNS

**Selfie to Support™** is an Online PSA Campaign that empowers individuals, funds nonprofits and invites corporations to personally connect with a cause.

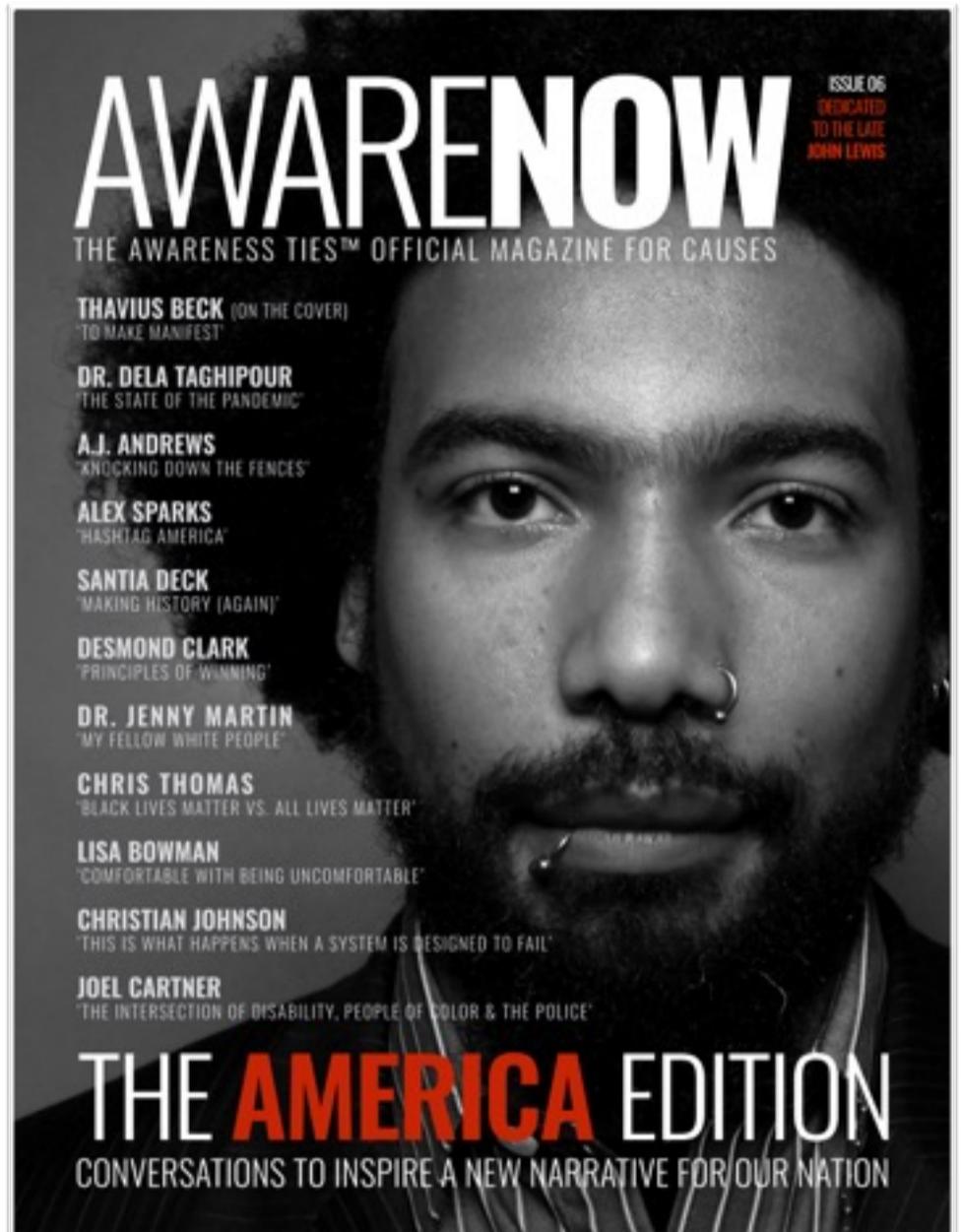
**My Cause My Tie™** is a National Billboard PSA Campaign that introduces Awareness Ties as the 'Official Symbol of Support for Causes', bringing awareness and resources to the general public.



# THE PLATFORM > THE PUBLICATIONS

**AwareNow™** is our monthly magazine that features exclusive interviews and personal stories about the causes we represent. This online publication is interactive with embedded videos and clickable links that has grown to a readership of over **16 Million** each month with the support of our partner, Issuu™, the world's largest online digital publisher and distributor.

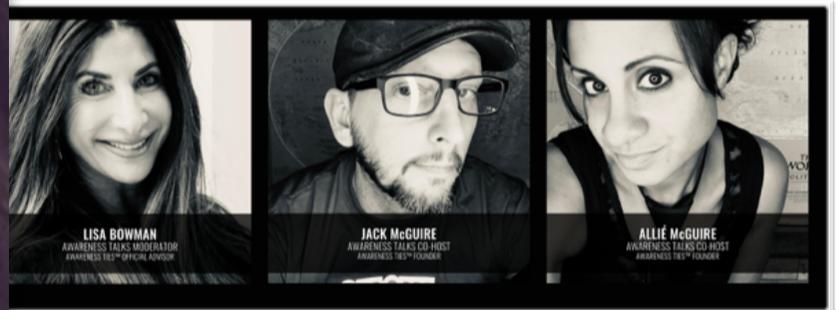
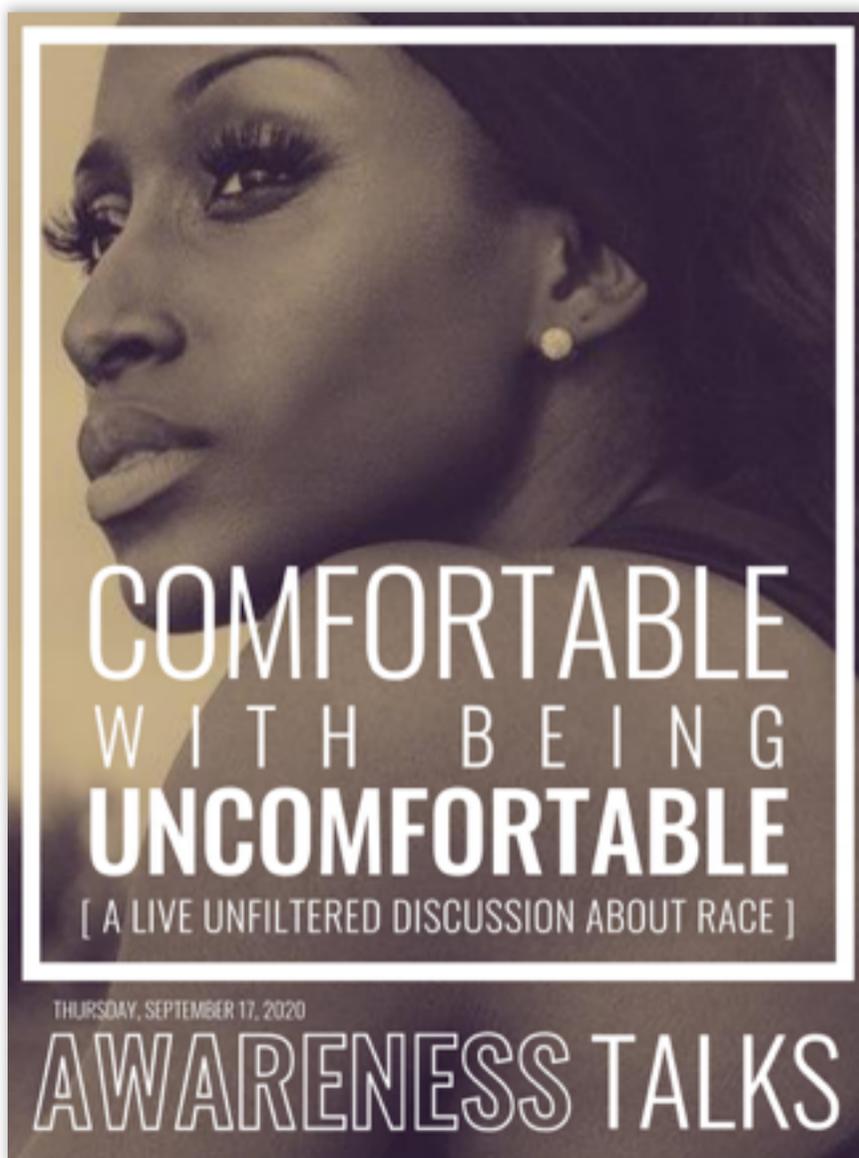
**Awareness Guides™**, also published with our partner, Issuu™, supports over **126 Nonprofits**. These online booklets provide information about each cause and list resources for both getting and giving help.



# THE PLATFORM > THE TALKS

**Awareness Talks™** is a platform designed to raise awareness through dialogue. With monthly live panel events and ongoing exclusive interviews, unfiltered discussions and conversations will be produced and published via Awareness Ties and its partners.

From actors to athletes and impact leaders to industry legends, featured participants will share personal stories and perspectives to raise awareness for social issues and relevant causes. Identified will be actions viewers and listeners can take to change the narrative and bring sustainable change to our communities.



## AWARENESS TALKS™

a monthly live virtual event series

## AWARENESS TALKS CONVERSATIONS™

a collection of exclusive interviews

## AWARENESS TALKS PODCAST™

a collection of exclusive interviews

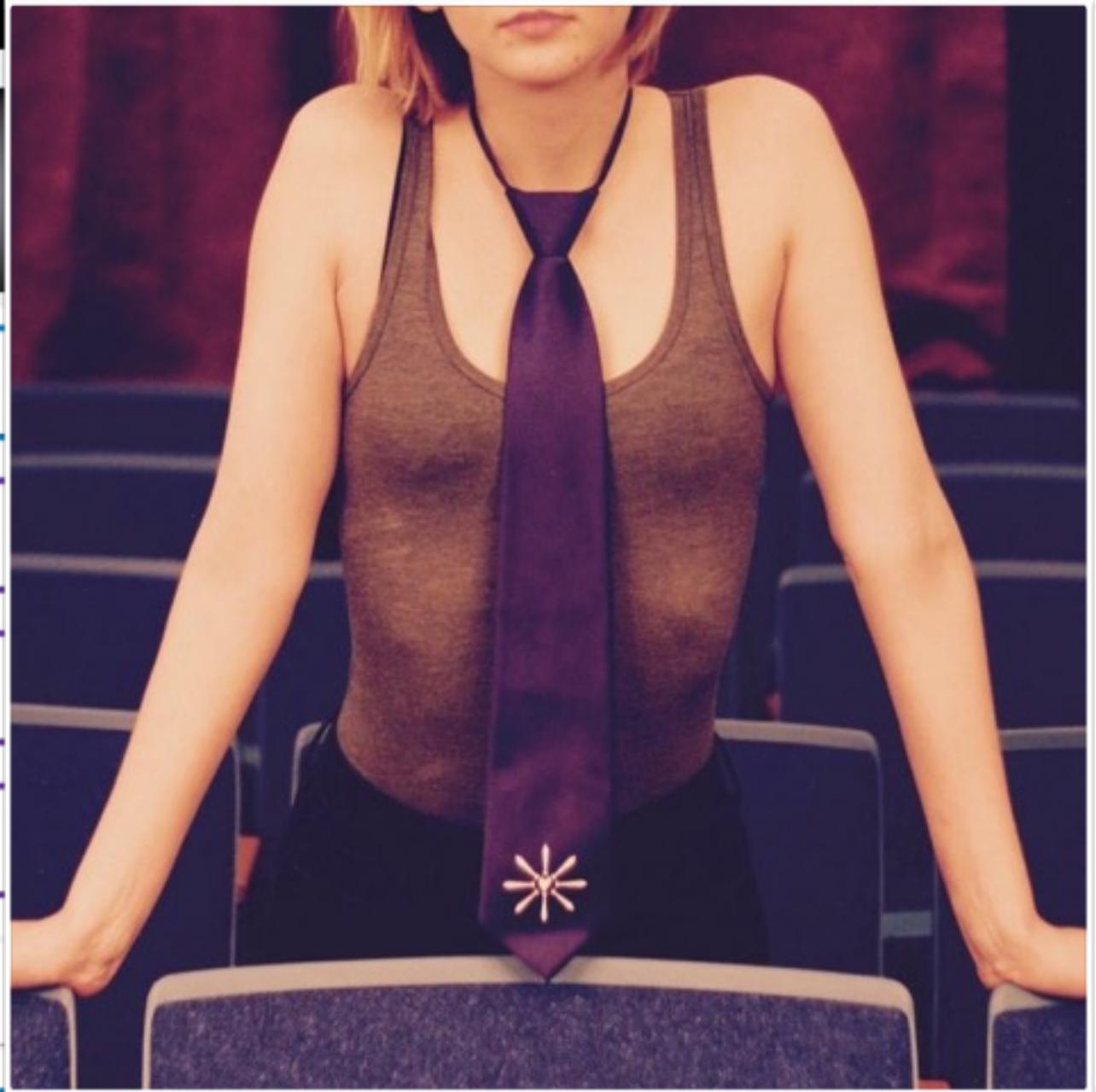
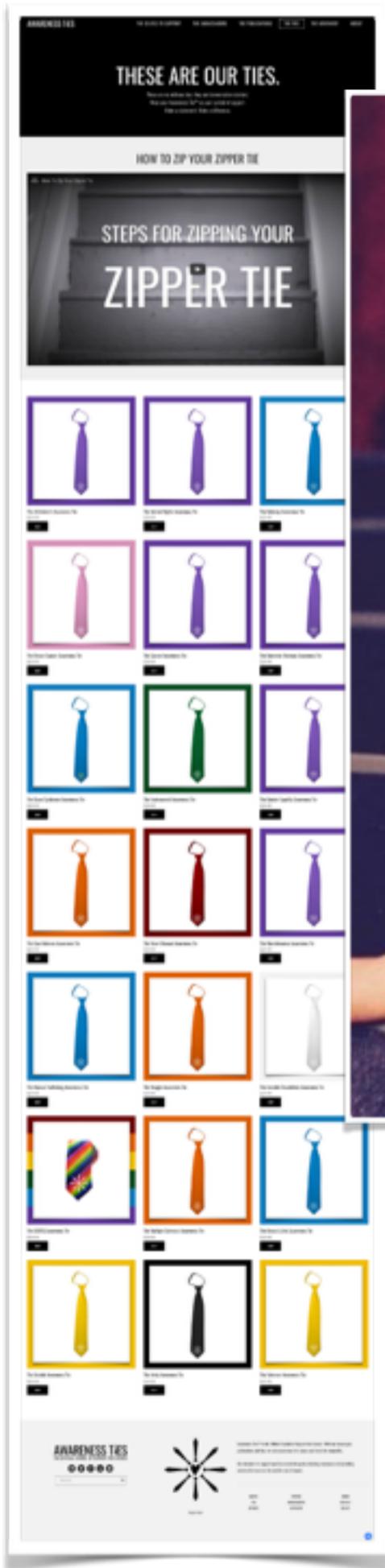
## AWARENESS AMPLIFIER™

a collection of exclusive interviews



# THE PLATFORM > THE TIES

Awareness Ties serve as our 'Official Symbol of Support for Causes'. We use them to raise awareness and funds. Similar in concept to 'awareness ribbons', each of our ties comes in the color associated with the cause it represent. Designed for men, women and children of all ages, our ties are easy to wear as they are zipper ties making them 'one tie fits all'. Simply slip it on and zip it up. Ideal for fundraising events, concerts and online campaigns, Awareness Ties also serve as 'conversation starters' for causes that need to be discussed.





To learn more about Awareness Ties,  
we invite you to visit our website.  
([www.awarenessties.us](http://www.awarenessties.us))

If you'd like to have a conversation,  
please reach out via email  
([info@awarenessties.us](mailto:info@awarenessties.us))  
or with a phone call.  
(231.414.2052)

Sincerely,

Jack and Allie McGuire  
Founders of Awareness Ties