

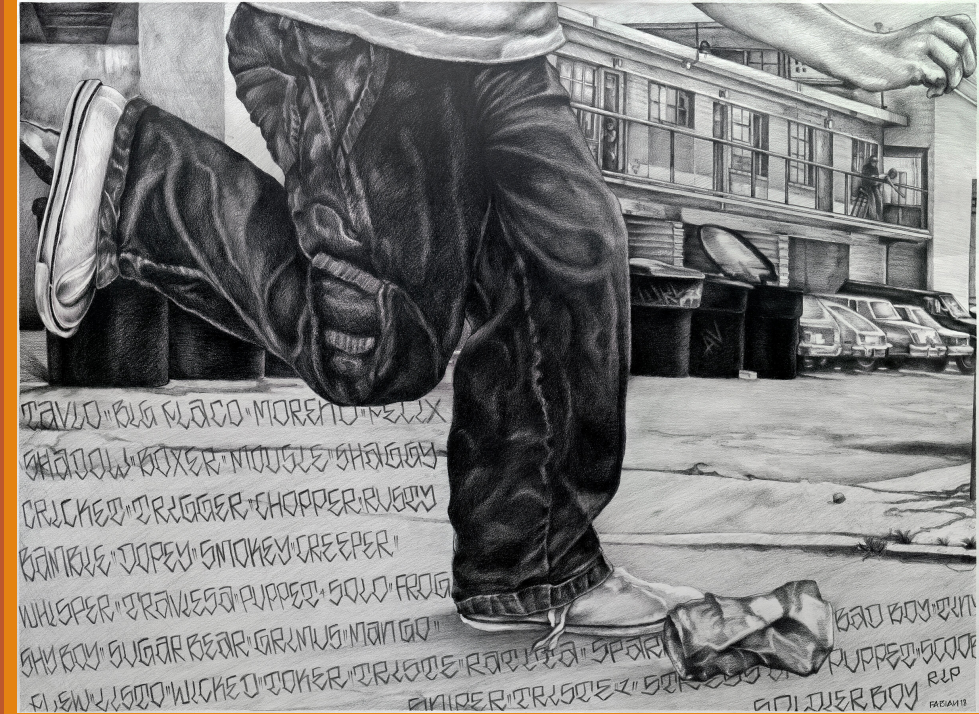


Homeboy Media: Creative Offerings

HOMEBOY INDUSTRIES

Established in LA in 1988, Homeboy Industries is the largest gang intervention, rehab, and re-entry program in the world.

The organization provides hope, training, and support to formerly gang-involved and previously incarcerated individuals, allowing them to redirect their lives and become contributing members of our community.



**Established
1988**





LO MÁXIMO
SATURDAY, APRIL 27, 2024



LA ROOTS

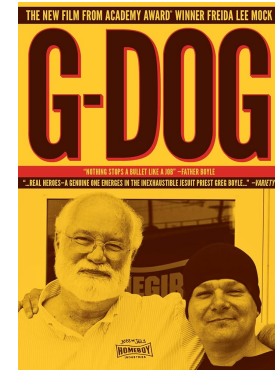
Located at the intersection of Bruno & Alameda, Homeboy Industries operates in the heart of Chinatown.

With deep LA roots, Homeboy Industries is an integral part of the city's fabric and has organic ties to the creative community.

HOPE HAS AN ADDRESS

HOMEBOY IN ENTERTAINMENT

Homeboy's iconography and inimitable people have been featured across entertainment in projects including the documentary *G-Dog and the Homies*, as well as series including *Orange is the New Black*, and *The Mayans*.





INTRODUCING... HOMEBOY MEDIA

In 2024, Homeboy Industries launched Homeboy Media, a collaborative entity designed to bridge the iconic Los Angeles-based institution with the creative community.

HOMEBOY MEDIA OFFERINGS

Homeboy Media was created to provide unique, authentic, and world-class offerings to the creative process including:

- ❑ MERCHANDISE
- ❑ TALENT
- ❑ SERVICES
- ❑ SHOOTING LOCATIONS



MERCHANDISE

Homeboy Industries' merchandise is fully customizable, unique and high quality, providing a diverse array of goods ranging from hoodies to coffee mugs.

HOMBOY MERCH, SPANNING MULTIPLE CATEGORIES, IS AVAILABLE FOR PRODUCT PLACEMENT, CREW APPAREL, WRAP GIFTS, AND MORE.

COFFEE + BAKED GOODS

Supplementing Homeboy's Zagat award-winning Homegirl Café in DTLA, Homeboy offers delectable coffee and baked goods that can be shipped anywhere in the US (outside of Hawaii, Alaska or Canada).

With training that was overseen by famed chef Thomas Keller, Homeboy's baked goods are crafted on-site in our full-service bakery.



HOMEGIRL CAFE

Visiting Homegirl Café is an experience unlike any other where people can enjoy delicious food, connect with dynamic wait staff and leave knowing that their purchase is impacting lives.

Homegirl Café provides a supportive environment for clients to receive on-the-job training in conjunction with Homeboy Industries' wraparound services, empowering individuals to undertake what is often their first "real job."

HOMEGIRL CAFÉ'S LIVELY SETTING IS AVAILABLE AS A FILMING LOCATION.



HOMEGIRL CATERING



Homegirl Catering is a dynamic, women-run social enterprise whose mission is to help formerly gang-involved and previously incarcerated women become contributing members of our community while empowering them with a sense of ownership of their work.

They provide full-service catering for **film sets, corporate events, fundraisers, holiday gatherings, and more.**

PROVIDING MISSION DRIVEN CATERING

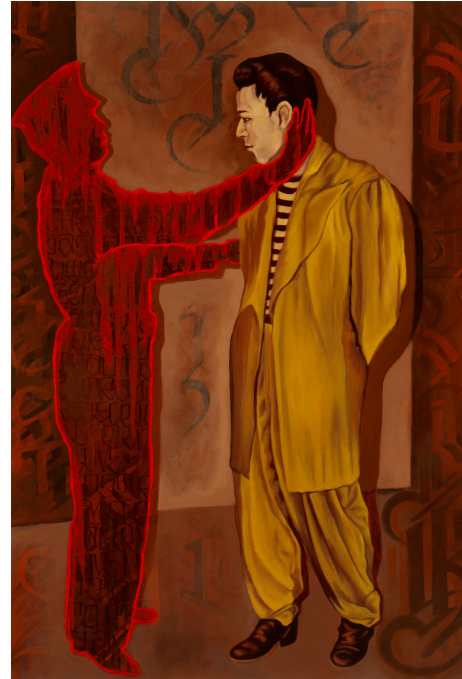
HOMEBOY ART ACADEMY

Homeboy Art Academy (HAA) strives to extend the mission of providing hope, training, and support to formerly gang-involved and previously incarcerated youth and adults, by securing a space in which the Arts can be the central modality to healing and transformation.

HAA is a trauma-informed arts center that provides culturally competent and asset-based arts education and community convenings, serving 75,000 system-impacted youth and adults each year in the Los Angeles area.

With a state-of-the art, brand-new facility set to open in Fall 2024, Homeboy Art Academy will be available as a unique filming location.





ORIGINAL ARTWORK BY FABIAN DEBORA

Fabian Debora is a Chicano artist based out of East Los Angeles known for paintings that capture the immigrant and gang experiences in Los Angeles. His works include graffiti, murals, sketches, and fine art paintings.

Recently named as the 2024 National Endowment for the Arts (NEA) Heritage Fellow, Fabian runs Homeboy Art Academy in Boyle Heights and is a highly sought-after artist with a celebrated show, *Cara De Vago*, currently exhibited at Forest Lawn Museum in Glendale.

About Fabian Debora

Hyper-Realist & Master Muralist -Artist Fabian Debora is the founder & executive director of Homeboy Art Academy to date– A self taught artist with over 25 years professional experience- Award winning & Internationally recognized- Fabians undying devotion to be of service for community is evident in his extensive contribution to the restoration of our youth through the power of art – while preserving cultural identities of the Chicano movement –

Fabian’s artistic influences began 1994-Mentored by Chicano Artist Wayne Healy, David Botello from the renowned East Los Street Scrapers-Further, Ernesto De La Loza, Grace Amellilla, Rich Raya added to the magnificent roster of mentorships–2009 Vincent Valdez highly refined & influenced his artistic aesthetic towards fine art & hyper-realism-

Fabian Debora– relentless and unwavering commitment to amplify his artistic voice amongst youth is unparalleled- A leader with a vision & mastery -inspiring & preparing the young generations -as his mentors have done for him-by gifting the power of love – and as Fabian would say “As I continue to peel the layers- I stand in the belief of my responsibility as an artist to help remove all stereo types, off subcultures through identity, culture, religions & gender” – & by this- “In the spirit of the Tres Grandes I will continue to live”-



HOMEBOY ELECTRONICS RECYCLING

Homeboy Electronics Recycling is a certified and award-winning social enterprise offering nationwide service for the proper disposal and management of IT assets.

Counting clients including Live Nation, Homeboy Electronics Recycling delivers best-in-class service for e-recycling needs including R2 Certified Recycling, Data Security, IT Asset Disposition, and additional projects.





HOMEGIRL BLOOM

Bringing Homeboy's list of social enterprises to 16, the organization recently entered the floral business.

Homegirl Bloom provides beautiful bouquets and creative centerpieces for any small- and large-scale occasions.

FLOWERS ARE AVAILABLE FOR ON-SET DECORATION, AS A CATERING ADD-ON, AND FOR EVENTS.

HOMEBOY THREADS

Homeboy Threads is a certified social enterprise offering reuse and recycling services for apparel and textiles.

Homeboy Threads brings professionalism and partnership to our customers, providing jobs and second chances to people and apparel.

Corporate partners include Reformation and Guess.

HOMEBOY THREADS IS AVAILABLE TO PARTNER WITH PRODUCTIONS TO PROVIDE WARDROBE ITEMS.



We sort, grade, and pre-process to optimize reuse and recycling outcomes for apparel and other textiles.



HOMEBOY SILKSCREEN & EMBROIDERY

Homeboy Silkscreen & Embroidery has a reputation for consistent, high-quality production of screen-printing and embroidery with outstanding customer service and turnaround times.

The social enterprise provides any quantity of customized apparel, pens, mugs, cups, umbrellas, aprons, water bottles, backpacks, lanyards, notebooks, flash drives, and many other products.



STORYLINE CONSULTANTS

70% of Homeboy Industries' leaders come from within. They have lived experience and have come through the HBI program. They understand, first-hand, gang life, incarceration, and the beauty that second chances bring.

Each person has a unique story that can help authenticate storylines around gangs, incarceration, re-entry, redemption, newfound peace and fulfillment in life, and LA culture.





PRODUCTION ASSISTANTS + BACKGROUND ACTORS

Develop a pipeline of carefully selected trainees who show an inclination for and an interest in entertainment and the arts.

Formalize the process, ensure fair compensation, and remove barriers to entry for trainees who are ready to work in the creative economy.



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THANK YOU