



FOR IMMEDIATE RELEASE

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BOSS Expands Academic Enrichment to Watts Rams Student-Athletes in LA County

Los Angeles, CA — November 4, 2025 — BOSS (Business of Student Success) is proud to announce a major expansion in Los Angeles County through a partnership with the **LA Rams**, **Watts Rams/Project Blue**, and **The Change Reaction**. This collaboration will provide academic support and enrichment for more than 115 student-athletes in Watts, ensuring they have the tools to succeed on the field and in the classroom.

The expansion is fueled by a **\$250,000 grant from The Change Reaction**, founded by Gregory and Jodi Perlman, whose philanthropic investments continue to help BOSS empower youth through academic excellence, character development, and family support.

Greg and Jodi understand something simple but powerful: when you invest in young men's minds and confidence, you don't just change grades — you change futures and families. "Our focus has always been on helping Angelenos move from crisis to stability to success," said Greg Perlman, founder of *The Change Reaction*. "We invest in organizations that don't just talk about change—they make it happen. BOSS is transforming young lives in real time, and we're proud to fuel their expansion into Watts so that more boys have the support, tools, and belief they need to reach their full potential."

For BOSS, the partnership is about strengthening character, academic confidence, and long-term opportunity for young men in Watts. "The partnership allows us to double down on what matters most—supporting young people in their academic and personal growth," said Everett Glenn, Founder & CEO of BOSS. "BOSS and the Watts Rams share the same commitment to strong moral character, positive values, personal responsibility, and academic growth. By extending those values into the classroom through our learning tools and tutoring, we're helping student-athletes carry their strengths from the field into every part of their lives."

The Rams, long invested in the Watts community, see this partnership as an extension of their commitment to youth development through football and beyond. "Success in the classroom is just as vital as success on the field," said Molly Higgins, Executive Vice President of

Community Impact and Engagement, LA Rams. “Through BOSS, our Watts Rams players will have the resources and support they need to stay on track academically. Our commitment to the Watts Rams is about preparing young people for life, not just for the game.”

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About BOSS

Business of Student Success (BOSS) is dedicated to inspiring, equipping and empowering underserved youth to be transformed through mastery of our foundational pillars, Good to Great principles and the excellence we showcase, moving them from passenger to driver in their life’s journey.

About Change Reaction

Founded by Greg and Jodi Perlman, The Change Reaction is one of the largest privately funded direct giving networks in Los Angeles. Working through more than 250 nonprofit partners, the organization has provided fast, targeted relief to tens of thousands of Angelenos facing financial hardship—empowering community-based leaders to get help directly to those who need it most.

About Project Blue and the Watts Rams

The Watts Rams, supported by Project Blue and the Los Angeles Rams, is a youth football program committed to creating opportunities for growth, development, and community connection for young people in Watts. The program emphasizes character, responsibility, and academic achievement alongside athletic excellence.