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**LG TONE FREE COLLABORATION WITH PRO BASKETBALL  
PLAYERS SUPPORTS AFTER-SCHOOL ALL-STARS  
SONGWRITING ACADEMY**

*J.R. Smith, Jordan Clarkson, Ben McLemore, Darius Bazley and Talen Horton-Tucker  
Lend Their Support for New LG TONE Free Youth Initiative*

**ENGLEWOOD CLIFFS, N.J., September 22, 2020**– As part of the debut of LG TONE Free true-wireless earbuds, LG Electronics USA has announced a collaboration with After-School All-Stars (ASAS) to support the success of children in BIPOC communities with their Songwriting Academy initiative.

LG and ASAS will pair 13 students from nine cities with program mentors, and acclaimed music industry experts who will guide them through a six-week program designed to help transform hardships into positive expression through the power of music. LG has also enlisted the support of professional basketball players to serve as advocates for the students and the music they're creating in the program.

ASAS closes the achievement gap for students living in communities plagued by racial inequity and lack of opportunity by providing free, high-quality academic and enrichment programs that set them up for success in school and in life. The respected organization collaborates with partners such as LG to offer students innovative programs that affirm and develop their unique voices as future leaders. LG's support expands the development of the Songwriting curriculum, provides support for the mentors, and helps ensure that each student has the equipment and connectivity they need to participate.

Professional basketball players J.R. Smith (Los Angeles), Talen Horton-Tucker (Los Angeles), Jordan Clarkson (Utah), Ben McLemore (Houston) and Darius Bazley (Oklahoma City) will be conducting Zoom conversations to support the students of the ASAS Songwriting Academy who are courageously telling their stories through the power of music.

“We are proud to support the great work of After-School All-Stars and join forces with these accomplished athletes to inspire and support the students’ educational success,” said Peggy Ang, LG USA’s vice president of marketing. “LG’s new earbuds bring a fresh and unique product into the mix that will stand out from the crowd, much like the work we are seeing from the students in ASAS’ programs.”

The new LG TONE Free earbuds combine high performance Meridian audio with a great fit and a unique UVnano charging case that uses UV light to reduce 99.9% of bacteria on the earbuds’ speaker mesh during the powered charging cycle..

“We’re so grateful to LG and the players for their involvement and support,” expressed Ben Paul, After-School All-Stars President & CEO. “Our students are facing hurdles like we’ve never seen before, and the Songwriting Academy has truly brought joy to them and their families. We’re thrilled about this collaboration and the chance for the students to continue to elevate their songwriting craft through this opportunity.”

Listen to the ASAS Songwriting academy songs here: <https://soundcloud.com/user-201747747>

To learn more about LG’s TONE Free lineup, visit [lg.com](http://lg.com).

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$53 billion global innovator in technology and manufacturing. In the United States, LG sells a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The “Life’s Good” marketing theme encompasses how LG is dedicated to people’s happiness by exceeding expectations today and tomorrow. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. [www.LG.com](http://www.LG.com).

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