



# The Now Boarding Corporation

PREPARING YOUTH TO BECOME GLOBAL CITIZENS ONE COUNTRY AT A TIME

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## Travel Changes You

### MISSION STATEMENT

Our mission is to promote local and international travel to minority males. We will educate youth on the benefits of studying abroad in college and prepare them with the necessary tools to achieve these tasks prior to college enrollment. Our focus will be to exponentially increase study abroad rates among minority males throughout the country.

### Target Audience:

- Minority Males
- Enrolled in Accredited High School
- Ages 16-19
- No Previous International Travel Experience/Passport
- College-Bound

### DESCRIPTION

The Now Boarding Corporation is a nonprofit organization determined to increase annual study abroad rates among minority male youth. Based in Los Angeles, this organization targets high school teenagers from lower economic backgrounds. The Now Boarding Corporation will offer unique opportunities for minority males to embark

on culturally enhancing experiences with no out-of-pocket expense.

### PURPOSE

Through The Now Boarding Corporation we will be able to engage students in a one-of-a-kind travel program that offers them experiences that were previously out of reach. Selected students will engage in a year-long program that includes seminars on international travel, culture and lifestyle of selected destination, international business, and cultural immersion in their home cities.

Initially, we will be able to see students take in new experiences and see more of what the world has to offer. By helping these youth obtain their first passport we will equip them with the first tool of many to embark on enhancing journeys. Eventually, we will see communities of students who believe that where they come from does not have to dictate where they can go or what they can become. It is our belief that through this program, students will open their minds to consider new possibilities for their futures that they may have never imagined before.



*“The benefits of studying abroad are endless.”*

-Michelle Obama



### Contact Us:

Phone: 310-946-8491

Email: [info@nowboardingcorp.com](mailto:info@nowboardingcorp.com)

[www.nowboardingcorp.com](http://www.nowboardingcorp.com)

Mailing:

**The Now Boarding Corporation**

P.O. Box 70194

Los Angeles, CA 90070

## What We Do

### WHY ARE WE IN BUSINESS?

Currently, African-American males make up less than 2% of annual study abroad statistics among undergraduate students in the United States. We are in business to help "at-risk" minority youth living in inner city environments broaden their horizons and gain new perspectives through local and international travel and direct immersion into new environments.

### WHO DO WE WANT TO HELP?

Our program targets college-bound minority high school students living in inner cities who would otherwise not have the opportunity to travel due to circumstance and socioeconomic positioning.

### IS THIS A STUDENT EXCHANGE PROGRAM?

No. Across the country many organizations offer exchange programs for high school students that often come with a cost that has to be covered prior to departure. While these programs are effective, they leave out a population of individuals who cannot afford such expenses due to their household's annual income.



### Program Highlights:

- 🌐 Purchasing and assisting youth with applying for first passport
- 🌐 Community Service opportunities both locally & abroad
- 🌐 Monthly meetings to enhance youth's understanding of different cultures, travel education, and study abroad opportunities
- 🌐 All-expense-paid abroad trip

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## About The CEO



*Rickkay L.T. King  
 President & CEO*

Rickkay L.T. King is President and CEO of The Now Boarding Corporation, a non-profit organization he founded in 2015. Born and raised on Chicago's Southside, he is the eldest of ten siblings. As a minority male from an inner city he personally relates to the difficulties numerous youth face growing up with lower socioeconomic backgrounds. As an undergraduate, Rickkay had the opportunity to spend a summer semester abroad in Barcelona, Spain.

This experience forever changed his outlook on the world and sparked his love for travel and exploration. Upon returning home he noticed how rare it was for his peers and others in his community to even have thoughts about such an experience. Being plagued by the constant reminder that such experiences are perceived to be only for the rich who can afford it creates a barricade of

negative thoughts, which often prevents many minorities from leaving their home cities or even neighborhoods. To prevent this endless cycle of self-doubt and missed opportunities Rickkay has decided to attack the problem at its core through the young minds of the very individuals this dilemma faces daily.

Rickkay received his bachelor's degree from Roosevelt University in Psychology, 2011. He obtained a master's degree in Psychology from Pepperdine University, 2015 and plans to obtain a doctoral degree abroad. He also has over five years of experience working with youth through various organizations and previous employment.