



**Press Contact**  
Jackie Lucas  
Vera Voce Communication  
978-255-1159  
jackieveravoce@gmail.com

## **All Stars Project of New Jersey Launches New Epicenter of Performance and Youth Development at the Gateway**

*New hub focuses on youth in greater Newark and Jersey City, in partnership with caring adults across the Garden State.*

**New York, NY – October 4, 2022** – The [All Stars Project, Inc.](#) (ASP), a national, privately-funded nonprofit organization providing award-winning free afterschool development programs for youth in poor and underserved communities, today announced the opening of their new location in the Gateway Complex, Newark’s most prestigious business center.

The Gateway is owned and managed by Onyx Equities, LLC, a long-standing partner of the ASP. Onyx’s headquarters moved to the Gateway in December 2021, and the company owns more than \$2.2 billion of real estate assets in New Jersey, New York, Pennsylvania and Connecticut.

According to John Saraceno, Managing Principal of Onyx Equities, “ASP is a premier partner in facilitating a true renaissance of Newark, NJ. Their presence in the Gateway is a beacon to show how public and private partnerships can create transformative, positive change. ASP builds bridges and new connections between underserved youth and mainstream leaders, along with social and economic opportunities, and the Gateway is an epicenter where all of these groups share a sense of belonging, purpose and opportunity.”

The new location includes over 2,450 square feet of facilities with state-of-the-art technology to further ASP’s outreach in Newark and provide local youth with creative, dynamic and performance-based afterschool development programming. It is in the main concourse of the Gateway to Newark, where over 70,000 people pass through daily. Here, young people can become an integral part of Newark’s transformation, evolving the narrative of Newark and collaboratively addressing the opportunity gap many young people experienced in the past here.

ASP’s presence at the Gateway opens the door to new connections with young people from historically excluded neighborhoods and expands the impact of the ASP as a leader in youth and community development to create lasting change. The location includes an engagement center for performances, meetings and community events. It incorporates world-class offices for staff and volunteers and community and development space for training, youth interactions and programming.

ASP of NJ’s board is chaired by Peter Langerman, retired CEO of Franklin Mutual Advisers, LLC. Through the ASP partnership with the Gateway, an ever-growing number of businesses, community and government partners offer young people access and opportunity, while ASP of NJ continues deepening its relationships with arts and cultural institutions, businesses, civic organizations and agencies.

“We are proud to continue building bridges between urban and suburban, bringing together poor, middle-class and affluent people of all races, beliefs and life choices and partnering with Mayor Ras Baraka and his administration to ensure Newark’s renaissance is a renaissance for all,” said Shadae McDaniel, Vice President and City Leader, ASP of New Jersey.

Newark, NJ Police Division (NPD) has been an ASP [Operation Conversation: Cops & Kids](#) partner since 2017, building on the success of the program established in 2006 in partnership with the New York Police

Department. ASP's work with the NPD has been transformational in helping officers connect and find common ground with youth, gain new perspectives and foster open communication.

"The All Stars believes that if you invest in young people, and partnerships between poor and affluent communities, you are investing in the growth and development of an entire city. Newark is having a renaissance and the All Stars is proud to be part of that, bringing vigor, creativity and growth to everyone involved. We built the All Stars to be a gateway to a better life for kids, and now that we are at the Gateway, we know that New Jersey's kids, our supporters and the city of Newark will be in a stronger position to thrive," said Gabrielle Kurlander, CEO of the ASP.

ASP will host a Grand Opening, concurrent with their annual Fall Benefit event, on November 3, 2022, co-chaired by Onyx Equities, LLC and Hartz Mountain Industries. Corporate sponsors PSEG, RBC, and Cushman & Wakefield will be honored, and ASP will celebrate the launch of their new hub at the Gateway in Newark. To learn more or purchase tickets, please click here: <https://allstars.org/new-jersey-fall-2022-benefit-tickets/>

**The All Stars Project** is a national nonprofit organization with over 40 years of grassroots organizing and community building. Using the power of performance, ASP transforms the lives of youth from poor and underserved communities in partnership with caring adults, giving everyone the chance to grow. ASP's award-winning programs bring people from all racial, economic and social walks of life together to create something positive, new and transformative for all involved. In addition to Newark and Jersey City, New Jersey, ASP operates nationally in Dallas; Chicago; New York City; the San Francisco Bay Area and beyond—thanks to virtual expansion—with volunteers, programming and partnerships in over 20 states.

Since the All Stars Project came to New Jersey in 1999, its programs have touched the lives of over 35,000 young people, 4,000 adult volunteers from all walks of life and hundreds of corporate partners, including some of the Garden State's most successful business leaders.

The ASP of NJ is privately funded by thousands of individuals, foundations and corporations, including PSEG, RBC Capital Markets, EY, Hartz Mountain Industries, Investors Bank, MetLife, Onyx Equities, PwC, and Victoria Foundation, Inc.

For more information about All Stars Project, please visit [www.allstars.org](http://www.allstars.org).

###