

Trends

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Keeping This Summer Healthy

Soul Pop
University

Mount Vernon
Triangle



Your
schedule
for this
year's
event

Summer 2010



Glendon Davis,
founder and
CEO of Soul Pop
University

Soul Pop University

Nonprofit Organization Makes Music 'Pop' for Students

By Gregory Dale

Art programs in the nation's schools are often the first to bite the recession's dust due to massive budget cuts. But Alabama native Glenton Davis aspires to keep their benefits alive through his nonprofit organization, Soul Pop University.

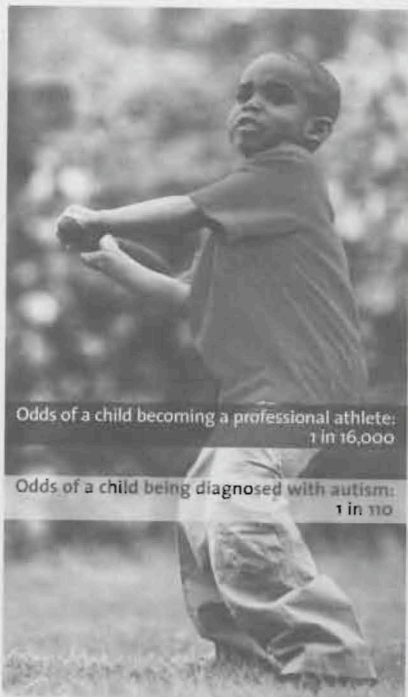
Since its inception in January, Soul Pop U has traveled to middle and high schools across the country, offering motivational and educational presentations and assemblies that introduce students to the entertainment industry. These interactive presentations include live performances, question and

answer sessions, arts education and motivational speaking. First originating in the New York area, Soul Pop U has branched out to Washington, D.C., and Baltimore, in addition to many other cities across the country. The organization is currently gearing up for a presentation in France.



Glenton Davis at Oldfields School in Glencoe, Md., during a Soul Pop University assembly.

Courtesy: Photos



Odds of a child becoming a professional athlete:
1 in 16,000

Odds of a child being diagnosed with autism:
1 in 110

"We look for artists who have fresh perspectives on the music business whose art introduces kids to musicality and culture," Davis said. "But also, we look for artists with compelling back stories. We're a mission-based organization, so in my world, the Harvard math major who worked in finance and was an accomplished individual at his job who is now a rapper, [is] interesting to us. He, in our eyes, is a true role model."

Davis' preference for musicians of



Image courtesy
soulpopuniversity.com

this kind stems from his own back story.

After graduating from Yale University, Davis pursued a career at the Wall Street giant JP Morgan

"We look for artists who have fresh perspectives on the music business whose art introduces kids to musicality and culture..."

and Chase as an investment officer. During his blossoming career, he was recognized by *Fortune* magazine in their "Faces of the Future" series.

But he gave it all up to become a full-time musician, first starting his own independent label Arbitrage Records and acquiring a publishing deal with the Global Arts Group.

Now, Davis, 24, still finds time to record between tours with Soul Pop U.

Davis spoke on the organization's growth as well as its plans for the future.

"We've done a lot of growing in the last four months," Davis said. "[For the future], I see Soul Pop University continuing to build on the mission that its accomplishing, which is to unify students across the world through their love of music."

For further information on Glenton Davis and Soul Pop University, visit soulpopuniversity.com.

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