

HISD PRESS RELEASE

Curtis “50 Cent” Jackson joins HISD to induct 75 students into inaugural G-Unity Business Lab

September 27, 2021 – Houston Independent School District, Curtis “50 Cent” Jackson, Mayor Sylvester Turner, and Horizon United Group joined together today to induct 75 students from Kashmere, Wheatley, and Worthing high schools into a program that will teach them the business skills that define successful entrepreneurship.

The partnership brings a groundbreaking initiative, the G-Unity Business Lab, to HISD at a time when students most need to reconnect with learning and acquire critical professional skills.

Students in the lab will engage in MBA-level lessons that represent the full lifecycle of a product or concept, from idea creation to market branding, to even running a company.

“This is an exciting partnership for the students of HISD. Curtis Jackson moved to Houston and immediately invested in our children, becoming a stakeholder in their future,” said HISD Superintendent Millard House II. “By focusing on underserved youth and providing paid internships, the G-Unity Business Lab will help students from low-income households envision a different reality for themselves and their future. We recognize that HISD alone can’t create the next great entrepreneur. That’s why I am grateful to Curtis Jackson and Horizon United for recognizing the value and potential of our students and bringing this landmark program to our schools.”

This initiative represents the first flagship investment of Curtis Jackson’s philanthropic arm, the G-Unity Foundation. The pilot program is co-funded by the G-Unity Foundation investing \$300,000 over two years and HISD matching the funds for a total of \$600,000.

“It’s great to be giving back to this community that’s already given me so much,” said Curtis Jackson. “It was an honor to meet these 75 students who will take the knowledge they gain and be able to lead businesses and communities. They can do great things if they just have the right skills and tools. This program is going to help get them there.”

“As a Houstonian, I’m so proud to be a partner with the program that changes the landscape of Houston,” said Horizon United President Al Kashani.

This program goes to the heart of Mayor Sylvester Turner’s Complete Communities Initiative and he expressed his gratitude that the G-Unity Labs focus on schools and students.

“I want to thank Curtis Jackson and Al Kashani for investing in Houston ISD students. The G-Unity Lab will make a significant difference in the lives of students and their families,” said Mayor Sylvester Turner. “Too many students are residing in neighborhoods that have for decades been underserved and under-resourced. The students chosen for this program will gain the educational and social skills necessary to create generational wealth to help their families.”

Kashmere, Worthing, and Wheatley high schools will work with HISD educators, Houston business leaders, and the G-Unity Foundation to complete an after-school course that teaches MBA concepts aligned with Curtis Jackson’s book *Hustle Harder, Hustle Smarter*.

Through the 12-week course, students will be exposed to instruction from high-achieving business leaders that will mentor them through the process.

The program will culminate in a “Shark Tank” style competition called “Hustle Tank” that will be judged by Curtis Jackson, Al Kashani, President of Horizon United Group, and other community leaders. The winners will receive seed money to begin their businesses that are incubated in Houston.

To learn more about G-Unity Business Labs, click [here](#).

About G-Unity Foundation

Founded by Curtis “50-Cent” Jackson, the G-Unity Foundation supports a variety of programs that can demonstrate positive outcomes for urban kids. The foundation has been active for years in communities nationwide and is currently focused on youth programs that lead to improved academics, social engagement, and mental and physical well-being. To learn more, please visit www.gunityfoundation.org.

About Horizon United Group

Horizon International Group, LLC is a certified SBE/MBE/WBE/HUB construction services firm with a proven history of providing clients impeccable contracting services since 1994. Horizon is now one of the premier general contractors, job order contractors, construction managers, and consulting experts in the construction industry. Horizon has succeeded in becoming a leader for the Greater Houston Area contractors by providing the highest standards of quality and greatest value.

Media contact:

Elizabeth Martin, Horizon United Group | emartin@hgiusa.com | 832-495-2944
HISD Press Office | pressoffice@houstonisd.org | 713-556-6393

HISD PRESS OFFICE | 713-556-6393 | PressOffice@HoustonISD.org | HoustonISD.org/HISDmedia

The Houston Independent School District is the largest school district in Texas and the seventh-largest in the United States, with 280 schools and more than 209,772 students. The 333-square-mile district is one of the largest employers in the Houston metropolitan area, with more than 27,000 employees.

HOUSTON INDEPENDENT SCHOOL DISTRICT 4400 West 18th Street | Houston, Texas 77092-8501
HoustonISD.org | facebook.com/HoustonISD • facebook.com/HISDEspanol | [@HoustonISD](https://twitter.com/HoustonISD) • [@HISDEspanol](https://twitter.com/HISDEspanol)