

Atlanta Falcons Star AJ Terrell Partners with Philly G Steaks to Empower Young Athletes of Color Beyond the Game

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ATLANTA, GA, UNITED STATES, April 17, 2025 /EINPresswire.com/ -- On the biggest weekend of football dreams, Atlanta Falcons' standout AJ Terrell is launching something bigger than the game.

Partnering with East Lake's own Philly G Steaks, AJ Terrell and the AJT Foundation are proud to announce

[Cheesesteaks for Change](#) — a

community-driven campaign created to bridge the gap between athletics and academics for young athletes of color.

While the NFL Draft marks a life-changing moment for a select few, Cheesesteaks for Change shifts the spotlight to the millions of student-athletes whose futures will be written off the field.

“

Not every kid's dream ends with a draft pick — but every kid deserves a chance to win in life.”

AJ Terrell Jr.

This powerful initiative uses one of Atlanta's favorite foods — the cheesesteak — as a vehicle for change. Every C4C Philly G cheesesteak purchased will directly support academic mentorship programs, life coaching, and educational resources for young athletes navigating their

next chapter.

“Not every kid's dream ends with a draft pick — but every kid deserves a chance to win in life,” says AJ Terrell. “This is about showing our youth they're more than their jersey number. Their minds, their goals, their future — that's what matters.”



C4C Combo

Philly G Steaks, located in East Lake — a community once known for struggle but now rising with Black-owned businesses and pride — is the perfect backdrop for this movement. What started as a small cheesesteak shop is now becoming a symbol of purpose, power, and possibility.

The Launch Event — April 26th at Philly G (East Lake) 2 pm-5 pm

- Meet AJ Terrell
- Celebrate with local youth & community leaders
- Press-friendly moments, interviews, and photo ops
- Portion of all C4C cheesesteak sales supports the AJT Foundation's programs

Wendy Smith

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**CHEESESTEAKS
FOR CHANGE**

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