



**DEREK L. ANDERSON, SR.**  
**MEDIA KIT**

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## **BIOGRAPHY**

### **EARLY LIFE**

Derek Lamont Anderson Sr grew up in Louisville, Kentucky and as a young child, he would move around from house to house as his parents had abandoned him. He would grow up just streets away from another Louisville native, Muhammed Ali. Derek would idolize Ali and even took boxing lessons at the age of 13. Derek would still excel in basketball even though he also focused on his writing. Despite his circumstances Derek was recognized as the best basketball player in the 6<sup>th</sup> Region, achieved a 3.7 GPA and was elected Senior Class President of Doss High School.

### **COLLEGE CAREER**

Derek received a basketball scholarship from The Ohio State University out of high school from 1992 thru 1994. After playing two years in Ohio and tearing his ACL in his left knee, he decided to transfer to the University of Kentucky to play for Rick Pitino. After winning the NCAA



National Championship in 1996, and making pre-season All-American honors in his senior year, he once again ran into a major roadblock. He played only 18 games and tore his right knee with an ACL tear again. Derek worked his way back in time to play in the NCAA tournament but was unable to play due to Coach Pitino's decision to not let him play. He still made history as the only player to score without playing one single second in the tournament as Coach Pitino put him in the game to shoot two technical fouls in the NCAA Final Four. Derek studied Pharmacy with a minor in Social Work as his passion was to help others who had to endure living alone without guidance.

### **CAREER HIGHLIGHTS**

- Kentucky High School Basketball All-Star
- 1996 - Won National Championship with The University of Kentucky
- 1997 - 13th overall pick to the NBA Draft
- 1997 - Hand picked by Michael Jordan to have own signature shoe
- 2005 - 2006 Won NBA Championship with Miami Heat
- Won JR Olympic Gold Medal (MVP)
- Prosperous 11 year NBA career
- The only high school player to have a basketball court in his name in the City of Louisville, Kentucky



## CAREER CHANGE

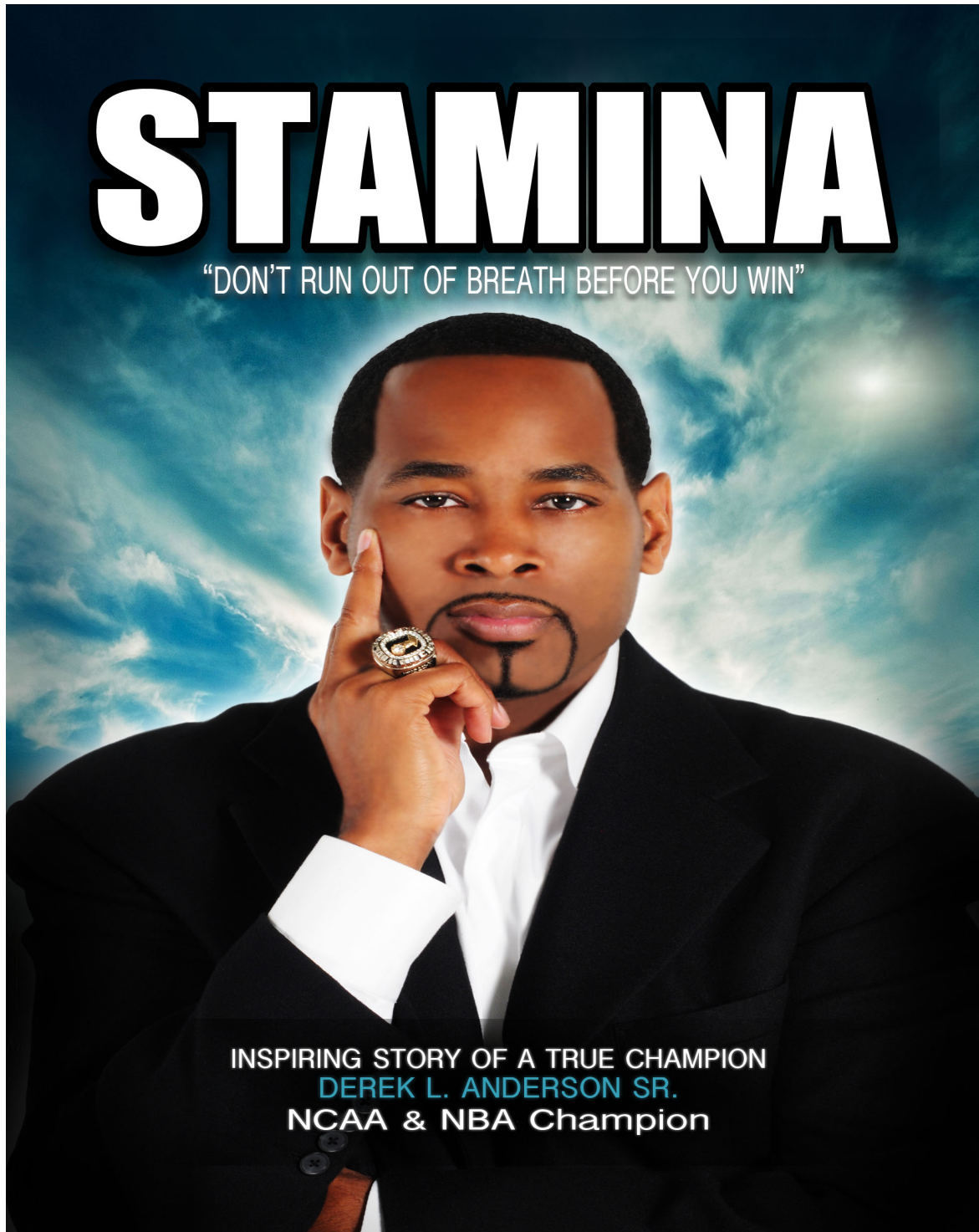
After Derek's retirement from basketball, he researched how to become a director and a screenwriter so he could share all his years of writing with the world. He created a documentary about playing on the greatest college basketball team ever, titled *THE UNTOUCHABLES OF KENTUCKY*. He produced and directed it to gain experience behind the camera and to bring a finished product to the market. Derek was also able to get a deal with Wal-Mart on his own and sold out in 13 of the 15 stores within the first month of the DVDs release. He used the Red camera for all his interviews and wrote the entire narration himself. The DVD is currently available at <http://www.untouchablesokentucky.com/>.

After learning more about the film industry, Derek believes his craft is ready for the next phase, "By channeling my creative ability in a way that my peers will see me as a dedicated and productive writer, my goal is to make classic and timeless material so it will start a new vision for the next generation!





Stamina “Don’t Run Out Of Breath Before You WIN!”







### **Author & Life Speaker:**

Derek's cloudy upbringing made him see a vision that would enable him to accomplish things that no one person could ever imagine, except himself! He never accepted his location of poverty to stop him and he truly believed in his ability to learn how to be better than his situation. He shares with other young boys and girls that whatever you put in your mind is EXACTLY what your mind will give out. Derek made a decision to think about educating himself and also working harder than anyone else so he could determine his own future and not what society said he would become.

### **Corporate:**

Derek explains how his success comes from uplifting those around him in order to achieve all his own personal goals. He gives businesses a view that they may not see because most workers usually work just for a pay check and not the company itself. Derek informs them that if a single screw is loose in a chair, then the whole chair could collapse and not only would that person fall, but the chair would not be able to be used again until it was rebuilt from scratch. No matter how you feel personally, you must realize that you are only as good as the person that you are standing next to!

### **Past Engagements:**

**4<sup>th</sup> Annual Brown & Forman "Splash Event"** Strategic Progressive Leaders & Achievers with A Shared Heritage" Recruiting and Teaching Young Leaders into the work force ~ Keynote Speaker  
**2<sup>nd</sup> Annual Papa Johns "Employee Dedication Awards Banquet"** ~ Keynote Speaker  
**10<sup>th</sup> Annual CBC Author's Pavilion** ~ Panel Speaker "To Increase The Life Chances of Young Males"

**Chamber of Commerce "Country of Belize"** ~ How To Build a Community, that builds the workplace, that builds a Country through Business Workshops & Company Enhancing Skills ~ Lead Instructor

**Men of Power & Influence Award Winner** ~ 2012





### **Derek Anderson Works: Screen Writer, Author, Producer, & Philanthropist**

The title itself explains how Derek sees himself in business and in life, meaning every day he wakes up, he is working! Derek has built a career on learning how to become successful and he knows fortune is not his main goal but to be effective in life.

### **Derek's Loyal Fans:**

I really enjoyed STAMINA, this autobiography and fast read about the life of college and NBA star basketball player, Derek Anderson Sr. It is written from his heart and shows the amazing determination of a young child to overcome life's earlier years' odds to be a true winner as a successful professional athlete, business man, father and human being! This is the basketball player's version of the Blind Side book and film but a lot better! ~ Craig Goodwin

Derek is a Renaissance Man who shows that no matter what year it is or how much money he has, hard work is still the best quality a man can have when he wants to be the best. Proud to see a man who doesn't just talk it but actually lives and WALKS IT! Respect to you Mr. Anderson! ~ Your NEW Fan of you the PERSON ~ Phillip

I've seen Derek work on 4 different projects and he did them ALL by himself. I just knew he had a team of people but he actually did it all alone. I asked him why he did so much on his own, and his reply was; "If I can't understand what I'm doing then how can I be upset when someone takes advantage of me?" I realized he was NOT the typical athlete and I respect him even more for wanting to learn! Listen up Youngsters! ~ Stephen P.





**LOYALTY MEDIA GROUP:** Derek L. Anderson Sr is the Founder and CEO of Loyalty Media Group (L.M.G.), a full service production company dedicated to producing unique and groundbreaking independent feature films. The Loyalty family consists of writers and producers that pride themselves on their ability to produce original and creative content. L.M.G. brings the financial and technical infrastructure, partnering with other production companies to develop and create projects across a wide-range of genres. As a developing company, L.M.G. focuses on films that highlight various social and cultural issues. Working with innovative minds and presenting engaging material is what trademarks the Loyalty Media Group as a new and important voice in the film industry that reaches beyond the boundaries of tradition. Derek emphatically believes, “History Has To Be Made Before It Becomes Historical.”

**CURRENT PROJECTS:**

**BOOK TOUR:**

**Stamina** ~ Autobiography (2013-2014)

**STAGE PERFORMANCE:**

**Men Lie Women Lie** ~ Stage Play (National & International Tour 2015)

**TELEVISION:**

**Georgia Nights** ~ Television Series (Summer 2015)

**FEATURE FILMS:**

**Lions, Tigers, & The Bears**

**College Bound**

**Stamina “The Movie”**

**The C.O.R.**

**Men Lie Women Lie**



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

## DEREK L. ANDERSON, SR. ARTICLES

# rollingout.com

## Former NBA Star Derek Anderson Scores In Business and Entertainment

Friday, December 4, 2009



Derek Anderson is an anomaly. In a sports world chock-full of horror stories about post-career financial mismanagement, this former hoops star has not only thrived in the aftermath of a successful NBA career, but he's now making an equally indelible impression in the business world.

As the CEO of Anderson Developments and Loyalty Unlimited, the former NBA star has developed an impressive portfolio of business ventures that has both athletes and entrepreneurs alike seeking to adapt his successful business model. During a recent interview with *rolling out*, Anderson offered some insight into the inner workings of his burgeoning business empire.

**To read the complete article visit**

<http://rollingout.com/business/entrepreneurs-business-leaders/former-nba-star-derek-anderson-scores-in-business-and-entertainment/>