

## Jordan Farmar, Environmentalist



Jordan Robert Farmar was born on November 30th, 1986, in Los Angeles, to Damon Farmar and Melinda Baker. From birth, it seems that Jordan was destined to become a professional athlete. Although his father Damon and godfather, Cincinnati Reds out-fielder Eric Davis, both played professional baseball, it was clear from a very early age that Jordan's first love was basketball. Some of Jordan's earliest basketball memories are of watching Michael Jordan and the Chicago Bulls. Jordan idolized Michael and said, "Like many sports fans in the early 1990's, Michael Jordan was one of my favorite athletes. The aspect of his game that I admired the most was his ability to make clutch shots. Whenever the game was on the line, he always seemed to have the ball in his hands."

Jordan began to make his presence known on the Los Angeles Basketball landscape at Taft High School where he helped the team win the school's first Los Angeles City title. After high school, Jordan continued his basketball career at UCLA and led the Bruins to a final four appearance. In the summer of 2006, Jordan was selected 26<sup>th</sup> overall in the NBA draft by the Los Angeles Lakers. His athleticism and court awareness, along with his ability to run the triangle offense, earned him significant minutes in the 2006-2007 season despite Coach Phil Jackson's legendary reluctance to play rookies. That season, Jordan established himself as a reliable and productive NBA player.

After winning two championship rings with his hometown Los Angeles Lakers, Jordan Farmar agreed to a three-year, contract with the New Jersey Nets on July 11, 2010.

### Jordan Farmar Foundation



The [Jordan Farmar Foundation](#) focuses on helping children develop emotional and physical well-being, teamwork, tolerance, responsibility, and environmental awareness.

Jordan takes an active role in the Foundation's initiatives, not only in terms of time and resources, but also by using his position as a professional athlete and role model to gain media coverage for worthy causes.

The Jordan Farmar Foundation directs its resources at the following efforts:

- Programs that improve the health and emotional well-being of children particularly those afflicted by illness or disease.
- Programs that teach and inspire children to become environmentally conscious and show them to how to be more eco-friendly.

[FarmarLive.com](#) — [FarmarGives.org](#)

## The NBA and Jordan Farmar Score Points for the Environment

By Ethan Zohn | Wednesday, April 7, 2010 4:30 PM ET (excerpt)

Source: <http://www.tonic.com/article/nba-green-week-jordan-farmar-ethan-zohn/>

The NBA is shooting to make our world a greener place to live. In addition to the league stepping up to the line, one player is scoring major points toward preserving the planet for generations to come.

On game day, Jordan Farmar dresses in the classic yellow LA Lakers uniform — but his soul is deeply rooted in the green philosophy of life. Farmar took some time to speak with Tonic about his childhood, the NBA and his drive to give back to the environment. (Please visit link above for interview.)

### Hoop Farm Basketball Camp

*Letter from Jordan*



**HOOP FARM**

**Dear Parents, Campers and Friends,**

Welcome to the [Hoop Farm basketball camp](#)! My mission is to improve the lives of children by developing programs that build values, develop character, create opportunities and promote positive attitudes.

Through Hoop Farm, I am able to combine my love of basketball and my dedication to teamwork; I strive to give young people a chance to have a completely different basketball camp experience.

Instead of traditional stretching, I have brought in my personal yoga instructor to guide each camper through my daily routine of training and conditioning. Through yoga, I want to stress the importance of learning how to listen to your body and take care of it properly.

Also, as a big advocate of the environmentally conscience green movement, I would like to plant messages of a healthy and earth-friendly lifestyle. It's my goal to introduce these ideas to our youth in the hopes that they will be motivated to adopt a healthy and responsible way of living.

I will be present at the Hoop Farm basketball camps all day, everyday, in order to ensure that each camper has a memorable experience and a great time. We offer top-notch basketball instruction here at Hoop Farm; all campers will have the opportunity to be coached by me, other successful college and professional players, plus various coaches I have had throughout my career.

The basketball and life skills training that each camper will receive at Hoop Farm basketball camps promises to make their time with us a one-of-a-kind experience! Sign up now at [www.farmarlive.com](http://www.farmarlive.com) to reserve your spot.

See you there,

Thanks,

Jordan Farmar