



# Meet **TY ALLAN JACKSON**

**Ty Allan Jackson** is an award-winning children's book author, youth motivational speaker, and literacy advocate. A three-time TEDx presenter, he travels around the US inspiring children to read and educating adults about the impacts of illiteracy.

In 2011 he founded Big Head Books, LLC, an organization dedicated to promoting the joys of reading in children. Through his organization, Jackson self-published five books: *Danny Dollar Millionaire Extraordinaire*; *The Supadupa Kid*; *The Supadupa Kid 2*; *You Are Amazing, I Am Amazing*; and *When I Close My Eyes*.

Jackson's books have been featured on GMA, CNN, *NBC Nightly News*, *The Steve Harvey Show*, PBS, the Hallmark Channel, and more. In 2020, he appeared on *Marvel's Hero Project* on Disney+ with Sydney Keys III, a young man who was inspired by Jackson's first book, *Danny Dollar Millionaire Extraordinaire*, to create an innovative book club for African American boys.

Jackson is the cofounder of the Read Or Else movement, a clothing company created to shine a light on illiteracy and its effects in the US. With each purchase of a Read Or Else slogan t-shirt or sweatshirt, a copy of Jackson's book *Danny Dollar Millionaire Extraordinaire* is sent to a child in a homeless shelter or Title 1 school, with the mission of sparking a love for reading while simultaneously teaching about financial literacy. In 2021, Jackson was presented with an Honorary Doctorate of Humane Letters from the Massachusetts College of Liberal Arts for his work in promoting literacy.

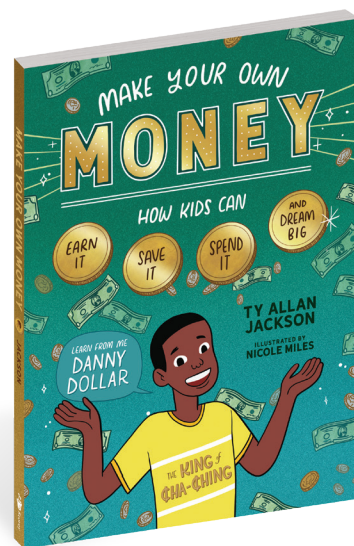
Jackson also cofounded Danny Dollar Academy, an empowering financial literacy program for children in the third through fifth grades. The curriculum, which covers credit, debt, banking, marketing and more, is based on *Danny Dollar Millionaire Extraordinaire* and was developed by Northern Kentucky University's Center for Economic Education and the Federal Reserve of Cleveland.

Now, in ***Make Your Own Money: How Kids Can Earn It, Save It, Spend It, and Dream Big***, Danny Dollar, the beloved character from Jackson's first book, teaches kids about financial literacy and entrepreneurship with practical advice and fun, graphic-novel style illustration.

A native of the Bronx in New York, Jackson now lives in Pittsfield, Massachusetts.

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# PRAISE AND ACCLAIM

**2021 Honorary Doctorate of Humane Letters** from the Massachusetts College of Liberal Arts for work in promoting literacy.

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**3X TEDx presenter**

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**2019 Massachusetts Black and Latino Legislative Caucus Black Excellence on the Hill Award**

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**2017 New England Public Radio's Arts & Humanities Award**

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**2016 Top 25 Most Dedicated, Most Creative and Most Influential Award** by *Berkshire Magazine*

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**2012 Dr. Martin Luther King Content of Character Award Winner**  
Citations from the governor of Massachusetts, Deval Patrick, Massachusetts Senator, Benjamin Downing, and the House of Representatives

## As seen on:



**TED<sup>x</sup>**



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