



AS SEEN ON

APOLLO

America's
got **Talent**

SOUL
PLANE

MEDIA KIT

JOHN "BATON" MITCHELL

CEO, John Baton Productions, LLC

Founder, Twirling to Fight Cancer



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Coach John Baton

is the sarcastically stylish twirling legend. He is the exception to the rule a game changer, a trendsetter, a history maker that is obsessed with dominating and revolutionizing the twirl game. Coach John Baton teaches baton twirling to children and young adults across the United States. Stationed in Las Vegas, NV, John brings a fresh look to the All-American traditionally female-dominated sport known as baton twirling.

As a nationally accomplished twirler, John has World Open and Collegiate Championship titles and was the first African American and Male feature twirler for the Penn State University's Marching Blue Band.

John Baton Mitchell -

My philosophy - Through hard work, dedication, focus and having fun anyone can be guided toward achieving to their fullest potential!



John teaches and entertains millions with his energetic and athletic twirling style. Making appearances on America's Got Talent, Soul Plane, Showtime At the Apollo, I've Got A Secret, Dance 360 and the Clipper and LA Lakers' Halftimes, John is also an International NBTA Judge and Coach to nationally ranked twirling champions and Miss Majorette title winners.



Twirling to Fight Cancer a global mission to celebrate the Survivors and help erase the disease that has taken too many lives.

The story began in 2011, my mother was diagnosed with breast cancer and when I found out, I was filled with so much emotion. I felt alone, scared and most of all helpless because I didn't know how to help my mother. I wanted everyone to care and learn about what I was experiencing with her and her struggle to overcome this disease. I quickly realized that I wasn't the only child in the world facing breast cancer with their mother nor the possibility that I could lose her. At my mother's bedside, I started hearing all these stories of courage from the doctors, nurses, and later the families of the patients I met who also lived in fear of losing someone very close to them. The activism light had officially become lite.

Growing up, my mother was a baton twirler. Twirling was a passion that connected both of us. I have had a very extensive career twirling that has landed me in front of national audiences. With my entertainment experiences, I wanted to elevate the sport and infuse baton twirling into building awareness around what it is to be a cancer survivor. Twirling to Fight Cancer was created with love and respect





for those who are survivors and stood on the battlefield with their loved ones. I wanted to make an impact and give the community of baton twirlers that I belong to a mission. I wanted to serve our sport and give it a purpose through entertainment, education, and enlightenment. I believe that this movement not only promotes the sport but most importantly helps to save lives and puts smiles on the faces of those who are fighting the fight and those who are helping them in the battle.

Our motto continues to be
"Purposeful Twirling – Celebrating the Survivors".

Twirling to Fight Cancer (T2FC):

John Batton Productions' official non-profit is Twirling to Fight Cancer. A Breast Cancer Awareness campaign that has gone global throughout the entire baton twirling community. Twirling to Fight Cancer (T2FC) brings baton twirlers across the world together to twirl, educate, and enhance awareness by raising money to help find the cure for breast cancer and celebrate the Survivors.





Founder of *Twirling to Fight Cancer*

I have been blessed with the opportunity and drive to create this wonderful foundation and I love it. It is a celebration for the women and men that are alive and still fighting strong, as well as a commemoration for those who are no longer with us. Twirling to Fight Cancer strengthens us in spirit. Twirlers, respect the fight, motivate to be more and open their hearts to love so the cancer war can be won.

My goal was to care enough to make a difference and be a real agent of change. I am still marching forward as seen with our T2FC Logo and twirling my way to be the change I wish to see.



PROFESSIONAL EXPERTISE

Virtual Baton Twirling Master Classes:

Virtual fitness opens new doors in Silver Sneakers provided by Highmark with a pre-recorded or live-streaming session with acclaimed world champion Coach John Baton and his Instructor, Ms. L. A. Christian who collaborate to boost group registrations for Silver Sneakers and build a Twirl Nation that will engage individuals or groups anytime, anywhere while listening to the smooth grooves from the generations of the 50s, 60s, and 70s thru to the present.



Instructional Design and Facilitation for Student/Teacher/ Parent Learning Seminar –

provides a succinct and powerful one-day "train-the-trainer" program that will provide educators and trainers the ability to immediately improve education, enhance student/teacher/adult training techniques.



PROFESSIONAL EXPERTISE

Judge for Pageantry and Baton Twirling and Pageantry Competitions.

Coach John Baton, is an International judge for the sport of Baton Twirling. He motivates twirlers to become their best in the sport and within their personal life.





MEDIA APPEARANCES



[Twirling for the Cure –
PSA Susan G. Komen](#)



[Twirling for the Cure 5th year
Commemorative Celebration](#)





GET IN TOUCH

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