

Press Release

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Susan Taylor of Essence Magazine to Speak at “LA Cares Mentoring Movement” Launch Day Celebration in Los Angeles

A Press Conference w/ Susan Taylor & LACMM to Precede this Event

Los Angeles, Ca—The National Cares Mentoring Movement (NCMM) will celebrate the launch of its local outreach for youth of greater Los Angeles—Los Angeles Cares Mentoring Movement, (LACMM) with special celebrity appearances and live entertainment at the Nate Holden Performing Arts Center in Los Angeles, 4718 Washington Blvd., 1-3pm. Saturday Jan. 19.

Susan Taylor, editorial director of Essence Magazine, challenged America to enlist a force of one million mentors to make a positive and significant impact in the lives of children and teenagers. “It's time to make a change,” Susan told Oprah, on the Oprah Winfrey Show.

In answer to Taylor’s call, the National Cares Mentoring Movement has mobilized vast forces of mentors for youth in African American communities. NCMM is eager to meet the challenge of 1 million mentors and is launching its Los Angeles chapter—Los Angeles Cares Mentoring Movement, to facilitate this important mission.

LACMM will focus on outreach for greater Los Angeles and pairing the youth with organizations that offer readily assessable mentoring services and programs throughout L.A. neighborhoods.

The LACMM launch is **free** to the public and will include exhibits by local mentor organizations, refreshments, spoken word, and special guest speakers, Susan Taylor; Councilman Bernard Parks and Danny Bakewell Jr.

LACMM launch day celebration conjoins World Literacy Crusade’s 16th Annual Salute to Dr. Martin Luther King Jr., themed “Honoring Heroes from the Hood.”

The 16th annual Salute to MLK will take place, later that day at the Nate Holden Performing Arts Center from 7-9pm, with red carpet arrivals beginning at 6pm. The Salute to MLK is a ticketed event and will include entertainment by Doug E. Fresh and the Debbie Allen Dance Academy.

For information concerning the 16th Annual Salute to Dr. Martin Luther King contact World Literacy Crusade at (310) 537-2273. ###