



Global Diversity Group, Inc.

# Media Kit

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Tri-County Sentry

## The "Global Diversity Group Business Exchange: 2003 Tour For Success" Goes To New York, NY



New York, NY -- Successful entrepreneur Russell Simmons, CEO of Rush Communications -- the 2002 BLACK ENTERPRISE Company of the Year -- has joined forces with Global Diversity Group, Inc. and Volvo Cars of North America to bring the "Global Diversity Group Business Exchange: 2003 Tour for Success" to emerging minority entrepreneurs and small business owners across the country. Now in its second year, the ten-city tour hosted its third event in New York City on May 2nd from 9:00 a.m. - 10:00 p.m. at the New York Hilton, where it attracted between 1,700 - 2,000 participants. Global Diversity Group

hosted free interactive seminars from 9:00 a.m. - 6:15 p.m., focusing on key business issues and trends. Keynote speaker Hector V. Barreto, administrator of the Small Business Administration, was honored at the 12:00 p.m. - 2:00 p.m. luncheon. The highlight of the day was "Success Stories" featuring Russell Simmons from 6:30 p.m. - 8:00 p.m. A VIP reception from 8:00 p.m. - 10:00 p.m. concluded the event with live music, terrific food, great networking opportunities and Russell Simmons.

The seminars and panel discussions will focus on a range of timely issues relevant to minority-owned businesses

such as: "Doing Business with the Government", "Tax Tips from the IRS", "Partnering with Corporate America" and "Access to Capital".

"We want to provide minorities with business solutions to meet the challenges of the new economy and help lead them to success," said Melodie Cunningham, event producer and president of Global Diversity Group, Inc. "The event will offer participants invaluable information that they can utilize to launch, grow and successfully manage their businesses."

The "Global Diversity Group Business Exchange: 2003 Tour for Success" is

sponsored by Volvo Cars of North America, Citibank, Hewlett-Packard, American Airlines and Office Depot.

"On behalf of Volvo Cars of North America, once again we are extremely proud to participate with Global Diversity Group as the title sponsor of the 2003 Tour for Success. Volvo cares about the development of minority business owners and we are inspired by their efforts to become a successful contributor in the diverse communities they are operating," said Gregory Dixon, sales and marketing manager, Volvo Cars of North America. "Seminars such as these will help provide an opportunity for entrepreneurs to receive additional insight from guest speakers and the chance to network with other business owners in their community. Volvo is proud to provide the participants and the speakers the platform to further develop their business and invest in the future."

"We have a natural partnership with the Global Diversity Group Business Exchange: 2003 Tour for Success" because we share the same belief that minority entrepreneurs add tremendous value to the business world," said Rey Martinez, area manager, Citibank Baltimore. "At Citibank, we strive to make each community where we have operations a better place, and we know that this initiative fostering small businesses will contribute towards that goal."

"As the world's largest supplier of office products, Office Depot proudly supports the 'Global Diversity Group Business Exchange: 2003 Tour for Success' and is committed to providing office supplies and solutions to entrepreneurs launching, managing and growing their businesses," said Julian Acosta, multicultural marketing manager, Office Depot.

### About Global Diversity Group

Headquartered in Columbia, MD, Global Diversity Group, Inc. is a unique network community that focuses on minorities interested in a "self-help" approach to starting and expanding businesses. Founded by Melodie Cunningham in January 2002, Global Diversity Group specializes in bringing together entrepreneurs, professionals and industry experts to share business concepts and to network through the utilization of various media outlets. Global Diversity Group pulled off its "Business Exchange: Tour for Success" in 2002 with Mr. Earvin "Magic" Johnson as a keynote speaker in all 12 state tour cities.

For more information on the Global Diversity Group, the "Global Diversity Group Business Exchange: 2003 Tour for Success", please contact Lynne Scott Jackson, President, Millyneum, Inc. 363 Seventh Avenue, NYC 212-560-9300 p -- 212-560-9303 f - e-mail Millyneum@aol.com and Kevin K. Derricotte, M.A., President, P.R. STRATEGIES, 809 Bower Street, Linden, NJ 07036, 908-486-4988 (phone), 908-486-4989 (fax) | kkderricotte@hotmail.com