



Global Diversity Group, Inc.

Media Kit

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Russell Simmons joins Global Diversity Group Business Exchange

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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.

Joining Mr. Simmons and the tour is Mr. Tony Brown, commentator of the PBS series Tony Brown's Journal, the

longest running of all PBS series. In 2002, Brown also became the first recipient of the National Director's Legacy Award for Journalism from the U.S. Department of Commerce's Minority Business Development Agency (MBDA).

The Dallas/Fort Worth/Metroplex, TX event begins with free interactive workshops being held all day on June 10, 2003 from 10:00 a.m. - 7:30 p.m. focusing on key business issues and trends. The highlight of the day will be the Partnership for Progress Luncheon leading to

the evening featuring a keynote speech by Russell Simmons from 6:00 - 7:30 p.m. A VIP Reception from 7:30 - 9:30 p.m. will conclude the event with live music, good food, great networking opportunities with an appearance by Russell Simmons and a surprise guest.

The seminars and panel discussions will focus on pertinent business matters such as: "Doing Business with the Government", "Strategies for Effectively Networking and Marketing Your Company", "Effectively Using Technology to Improve Your Business" 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 Tour for Success Sponsorship. Volvo cares about the development of the 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 & Marketing Manager, Volvo Cars of North America.

"Seminars such as these will help to provide an opportunity for entrepreneurs to receive additional insight from keynote 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."

*As the world's largest sup-



Russell Simmons

plier of office products, Office Depot proudly supports the "2003 Global Diversity Small Business Tour" and is committed to providing office supplies and solutions to entrepreneurs launching, managing and growing their businesses," said Julian Acosta, Multicultural Marketing Manager of Office Depot.

For more information go to www.mpbnetwork.com