



Global Diversity Group, Inc.

# Media Kit

10/10/2003  
Chicago Weekend

## Russell Simmons Brings Success Tour 2003 to Chicago

*Entrepreneur Russell Simmons and Kelvin Boston, host of PBS series "Moneywise," in Chicago for fifth event on the 10-City Tour*

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Entrepreneur Russell Simmons, CEO of Rush Communications 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 will host its fifth event in Chicago on July 17th from 8:00 a.m. - 10:00 p.m. at the Hyatt Regency McCormick Place. Global Diversity Group will be hosting free interactive seminars from 9:30 a.m. - 5:30 p.m., focusing on key business issues and trends.

Keynote speaker Kelvin Boston, author of "Smart Money Moves for African Americans" and host of the PBS series "Moneywise," will be speaking at the 12:00 p.m. - 2:00 p.m. luncheon on wealth creation.

The highlight of the day will be "Success Stories" featuring Mr. Simmons from 6:30 p.m. - 7:30 p.m. A VIP reception from 8:00 p.m. - 10:00 p.m. will conclude the event with live music, terrific food, great networking opportunities and Mr. Simmons.

The seminars and panel discussions will focus on a range of

timely issues relevant to minority-owned businesses such as: "Access to Capital," "Effectively Using Technology to Improve your Business," "Partnering with

Corporate America," and "Marketing your Business to Improve your Business." "Business Exchange: 2003 Tour for Success" is sponsored by Volvo Cars of North America, Citibank, Hewlett-Packard, American Airlines and Office Depot.

"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."

"On behalf of Volvo Cars of North America, once again we are



Russell Simmons

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 Maria Elena Carresse, diversity 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," she added.

"Citibank also believes that minority entrepreneurs add tremendous value to the business world, so our partnership with 'Global Diversity Group Business Exchange: 2003 Tour for Success' is a natural one," said

Darryl Hendricks, President of Citibank Illinois. "At Citibank, we strive to make each community where we have operations a better place. We know that this small business initiative will contribute to that goal."

This sentiment is shared by Julian Acosta, multicultural marketing manager, Office Depot.

"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," Acosta said.

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 launched its "Business Exchange: Tour for Success" in 2002 with Mr. Earvin "Magic" Johnson as a keynote speaker in the 12-city tour.

For more information on the Global Diversity Group, the "Global Diversity Group Business Exchange: 2003 Tour for Success," or to schedule an interview with Melodie Cunningham, please contact Barbara I. Wichmann of ARTEMIA Communications at 415-351-2227.