



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
THE MAROME AGENCY
Anthony Jackson
(954) 765-1995
Anthony@maromeagency.com

Let's Party Like its 1975
Urban League of Broward County
2010 Equal Opportunity Day Red Gala

FORT LAUDERDALE, FL, August 9, 2010 - On Saturday, September 11, 2010 the Urban League of Broward County (ULBC) will be hosting its Annual Equal Opportunity Day Red Gala, "Party Like its 1975" commemorating their 35th Anniversary of serving Broward County residents. The backdrop for this year's gala is the newly renovated Westin Beach Resort Fort Lauderdale Convention Center, located at 321 N. Fort Lauderdale Beach Blvd.

ULBC will be taking guests back in time when bell bottoms, platform shoes, bright colors and plaids were the fashion trend. The year that Revlon introduced the fragrance Charlie, and hit shows like Baretta, the Jefferson's, and Wheel of Fortune were introduced to us was the era of the founding of ULBC. Attendees are encouraged to break out their best 1970's look for the evening. Costumes Etc., located at 1931 South Federal Highway in Fort Lauderdale, will offer guests a 25% discount on costume rentals for the event.

Over the years, ULBC has assisted many of Broward County's residents and continues to make great strides in improving the lives of thousands through programs designed to empower youth, families, and young adults. Recently, participants enrolled in the YouthBuild program partnered with volunteers from American Express to restore homes in the Historic Sistrunk corridor. In addition to such fine programs that instill self-confidence in young adults and teens, ULBC has been leading the way in helping many of Broward County first-time home-owners remain in their homes through foreclosure prevention counseling, and other seminars that promote financial literacy for the entire family.

As part of this annual celebration, ULBC recognizes those who have been instrumental in improving the lives of others through service and dedication to the community through the Margaret Roach Humanitarian Award, the Diversity Champion Award, and the Youth Achiever Award.

The ULBC **Margaret Roach Humanitarian Award, presented by AutoNation** recognizes and honors an individual in the community who has demonstrated ongoing leadership in the area of social justice, race relations and active compassion to all human beings through dedicated community service. The **Diversity Champion Award, presented by Tripp Scott** honors an individual who has demonstrated efficacy in creating, increasing and/or incorporating diversity strategies and plans into

-MORE-

their company's normal business practices to improve relationships that foster inclusion and receptiveness to different ideas and values. The ULBC **Youth Achiever Award, presented by Comcast** honors a student who has demonstrated extraordinary academic achievement and dedicated personal time to civic engagement and promotes social responsibility in his/her community.

“This year, the honoree selection process has been both exciting and challenging,” said Shannon M. Carey, Chief Development & Communications Officer. “With so many great nominees to choose from, it was difficult to select only three candidates that we believe have gone above and beyond to improve the quality of life for our residents.”

Doors will open at 6:30 PM with a cocktail reception and silent auction. Tickets for the Red Gala are \$200 per person and sponsorships begin at \$1,000. For more information about the 2010 Red Gala sponsorships, or to purchase tickets, call us at (954) 584-0777, or visit us at www.ulbroward.org.

About Urban League of Broward County

The Urban League of Broward County is a not for profit, community based organization founded in 1975. We empower communities, develop children and change lives. Our mission is to assist African Americans and other disenfranchised groups in the achievement of social and economic equality. Programs/services include affordable housing development and redevelopment, youth development, diversion, employment and training, education and community empowerment, and civic engagement.