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MEDIA RELEASE

UNCF EMPOWER ME TOUR ACTIVATES EIGHTH SEASON OF STUDENT UPLIFTMENT

Event inspires youth to excel in academic, financial and personal responsibility; offers on-site HBCU admissions

MINNEAPOLIS (September 29, 2015) – The UNCF Empower Me Tour (EMT) – a free, traveling college- and career-readiness road show sponsored by UNCF (United Negro College Fund), the country's largest and most effective minority education organization – will begin its eighth season with the Tour's Twin Cities stop at University of St. Thomas on Saturday, October 10, 2015.

The UNCF Empower Me Tour was created to prepare students to go to and through college and inspire them to take control of their future by using education as the foundation for achieving their goals and dreams. The Tour provides students and parents with a full day of college and career workshops and engaging panel discussions with special guests.

"We are excited to bring UNCF's Empower Me Tour to Minneapolis," stated Sharon Smith-Akinsanya, UNCF's Regional Development Director. "The Tour provides essential tools for our area's youth to succeed in their academic pursuits and transition into adulthood. EMT allows students to invest in themselves and their futures."

For the Twin Cities Tour stop, educators and entrepreneurs will share their personal educational journeys with participating high school students. The day will include presentations from youth engagement organization, CoolSpeak; author and motivational speaker Dr. Alex O. Ellis; and Ariel Milton of Education is Freedom.

Attendees will also participate in the Empower Me Tour College Zone, an interactive experience for students, parents and educators. The Zone provides an opportunity to engage with HBCU recruiters and to learn about scholarship opportunities. For the first time since the Tour's inception, the College Zone will feature on-site college admissions for select institutions. Students will meet with on-campus admissions specialists that will review their application and academic credentials (transcripts, letters of recommendation and ACT/SAT scores) to offer conditional admission to these UNCF Member Institutions.

Participating Tour Zone colleges and universities include:

Benedict College, Columbia, SC

*** **Bethune-Cookman University, Daytona Beach, FL**

Clark Atlanta University, Atlanta, GA

***Dillard University, New Orleans, LA**

Edward Waters College, Jacksonville, FL

***Fisk University, Nashville, TN**

***Florida Memorial University, Miami, FL**

Johnson C. Smith University, Charlotte, NC

Miles College, Fairfield, AL

Morehouse College, Atlanta, GA

Spelman College, Atlanta, GA

Tuskegee University, Tuskegee, AL

*** **Wiley College, Marshall, TX**

**These institutions will offer on-site admissions for students*

*** These institutions will offer scholarships for students*

UNCF, Wells Fargo, Procter & Gamble, Darden Restaurants Foundation, United States Marines, and FedEx are national sponsors of the Empower Me Tour. Target serves as a local sponsor of the Tour's Twin Cities stop.

"We are thrilled to have the Empower Me Tour make a stop in St. Paul," said Joe Ravens, Wells Fargo regional president

for Minnesota. "We love being a part of this great city and we are always looking for ways to serve our local community. Our team members are excited about getting involved in this tour and helping students reach their goals."

Educational Partners for the Tour are American College Testing (ACT), Education is Freedom and The C.A.R.E. (Careers. Academics. Recreation. Exposure.) Foundation.

For more information on the Empower Me Tour and to **register for FREE, visit www.EmpowerMeTour.org**.

About UNCF

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding 20 percent of African American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized motto, "A mind is a terrible thing to waste®" Learn more at www.UNCF.org

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