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MEDIA RELEASE

TELEVISION SUPERSTARS JOYFUL DRAKE AND DARRIN HENSON HOST OAKLAND STOP OF UNCF'S EMPOWER ME TOUR PRESENTED BY WELLS FARGO

Inspiring youth to excel in academic, financial and personal responsibility

OAKLAND (March 21, 2015) – The UNCF Empower Me Tour (EMT) presented by Wells Fargo – 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 feature television entertainers Joyful Drake and Darrin Dewitt Henson as hosts for the Tour's Oakland stop at Laney College on Saturday, March 21, 2015.

Celebrating its seventh year, the UNCF Empower Me Tour was created in partnership with Wells Fargo 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 Oakland stop will feature Joyful Drake of BET's highly-rated comedy series *Let's Stay Together* as hostess. A graduate of the University of Wisconsin, Drake recently founded The Dream Big Foundation, dedicated to rewarding young women who are determined to accomplish their dreams. She issued a challenge to five students from South Atlanta High School to write an essay about their dreams and the path to achieving those dreams. The winner with the most compelling story was rewarded with a glamorous prom makeover produced by Drake and the BET Dream Team.

"I am beyond excited to participate in the UNCF Empower Me Tour. One of my proudest accomplishments is attending college on an academic scholarship, so whenever I get the opportunity to give back and talk about the importance of education, I do so," Drake said. "Living in this ever changing world where competition is thick, it is important for young people to be equipped with the proper tools, so they can pursue their dreams and live a life of excellence. Nothing comes easy, but the proper education can propel one forward and become the blueprint for an amazing life. Knowledge is power!"

The event will also feature Henson, choreographer and actor, best known for his instructional dance video *Darrin's Dance Grooves* and for his role on Showtime TV's *Soul Food*. Henson won a MTV Video Music Award for Best Choreography and was nominated for two consecutive NAACP Image Awards for Outstanding Supporting Actor in a Drama Series.

"We are thrilled to bring UNCF's Empower Me Tour Presented by Wells Fargo to Oakland," stated Monica Sudduth, UNCF San Francisco Area Development Director. "The Tour provides essential tools for our area's youth and supporting families to succeed in their academic pursuits, and transition into adulthood. In addition to solid academic training, it is essential that students are trained as financially-responsible citizens. Our EMT workshops and hands-on seminars offer opportunities for participants to invest in themselves and their futures. We look forward to a continued partnership with Wells Fargo and supporting sponsors in bringing our students to and through their collegiate journey, and beyond."

For the Oakland Tour stop, educators and entrepreneurs will share their personal educational journeys with participating high school and college students. Attendees will participate in the Empower Me Tour Zone, an interactive experience for students, parents and educators. The Zone provides an opportunity to engage with college recruiters and to learn about scholarship opportunities. The Empower Me Tour will also provide students and their parents with a full day of exhibits, college and career workshops, and engaging panel discussions with special guests and celebrities.

The day's events will also include presentations from Sharee Brend, Education Financial Services; political strategist and author Valeisha Butterfield-Jones; First Lieutenant Melissa Canizalez, United States Marine Corps; Dr. Maliika Chambers, Leadership and Employment Development PG&E; Captain Juan Chavez, United States Marine Corps; Netta Conyers-Haynes, Internal Communications Manager, Facebook author and motivational speaker Dr. Alex O. Ellis; Captain Andrew Holmes, United States Marine Corps; Ariel Milton of Education is Freedom; Tracy Moore, Co-Founder (Mind Blown

Labs/Harvard Alumnus); Daniel Smith of the C.A.R.E. Foundation; Lisa J. Tomlinson, VP Human Resources, Golden State Warriors; and Captain Lisa Woo, United States Marine Corps. Prior Tour panelists include actors Tatyana Ali and Hill Harper, journalist and social activist Jeff Johnson, and Dr. Randal Pinkett, winner of the fourth season of NBC's *The Apprentice* with Donald Trump.

With headquarters in San Francisco since 1852, Wells Fargo's presence in the Bay Area includes 260 bank stores and more than 18,000 team members who serve customers through banking, investments, mortgage, finance and related businesses. In 2014, Wells Fargo donated more than \$20 million to Bay Area schools and nonprofit organizations through corporate and foundation giving, and the company was ranked the top corporate philanthropist by the *San Francisco Business Times*.

"Wells Fargo is excited to team up again with UNCF and to bring the UNCF Empower Me Tour to Oakland," said Micky Randhawa, president of the East Bay for Wells Fargo. "Education is a great equalizer in our country, and we are passionate about helping students have access to higher education. This tour makes the possibility of college a reality for families nationwide by providing students and their parents with information, tools and resources that help them make informed decisions about the future. In addition, we're working to help students prepare for the job market once they graduate, by connecting them with Wells Fargo recruiters and providing real-world coaching for the interview process."

Joining Presenting Sponsor Wells Fargo, United States Marine Corps, Procter & Gamble and FedEx are supporting sponsors of the UNCF Empower Me Tour's Oakland stop. Created in 2006, Procter & Gamble's My Black is Beautiful platform was designed to spark a broader dialogue about Black beauty. Since inception, the platform has grown to 1.9 million women through various efforts, including the "Imagine A Future" program. Launched with support from UNCF and Black Girls Rock!, the program aims to reach and teach one million Black girls to be their best selves. For the 2014-2015 Empower Me Tour season, MBIB supports the male-only "Tied to Greatness: Mastering the Power of Your Image and Manhood to Achieve Success" session, as well as the "Girl Talk: Imagine a Future" discussion for female attendees.

"Procter & Gamble is proud to continue our partnership with UNCF and The Empower Me Tour," said Crystal Harrell, Procter & Gamble, Senior Communications Manager. "Since the launch of My Black is Beautiful's Imagine A Future program – which aims to reach and teach one million Black girls over three years – UNCF has been instrumental in helping us reach more than 760,000 to date, and empowering them to express their best and most beautiful selves."

Educational Partners for the Tour are 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

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.7 trillion in assets. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through more than 8,700 locations, 12,500 ATMs, and the internet (wellsfargo.com), and has offices in 36 countries to support customers who conduct business in the global economy. With approximately 265,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 29 on Fortune's 2014 rankings of America's largest corporations. Wells Fargo's vision is to satisfy all our customers' financial needs and help them succeed financially. Wells Fargo perspectives are also available at [Wells Fargo Blogs](#) and [Wells Fargo Stories](#).

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