



SERVE 60™
Change Your Clock. Change The World.

THE **ONE** CLUB

THE
MARCUS
GRAHAM
PROJECT

MEDIA RELEASE

Media Contact: L. Maxwell McKissick

PH 414.389.9906

Email:

LMAXWELL@LMMCOMMUNICATIONS.COM

For Immediate Release

**A Generation Moves Forward By Giving Back During Daylight Saving Time Weekend
*SERVE 60™ and The Marcus Graham Project Bring Back “The Boomerang Effect”***

DALLAS, TX (March 8, 2011) – “Change Your Clock. Change The World”. Not just the slogan of the national volunteer initiative, SERVE 60™it’s what hundreds of marketing, advertising, PR and media professionals all across America will be doing when Daylight Saving Time begins on the weekend of March 11. As the clocks move forward, so will the next generation of leaders within the marketing and media industry and they are bringing some wonderful youth organizations with them.

Collaborative partners, SERVE 60™ and The Marcus Graham Project (MGP) are teaming up once again to produce a 60-hour global campaign that combines social media, traditional networking, diversity, volunteering and community service entitled, “The Boomerang Effect”. The campaign is a social media experiment that utilizes various components to activate a powerful message of volunteerism and giving back through mentorship while also helping to raise awareness and resources for the nonprofit, The Marcus Graham Project and its programs.

Promoting and facilitating volunteerism and community service as well as raising awareness of nonprofits is the mission of SERVE 60™. The national grassroots initiative is designed to increase community service and volunteerism in America for at least 60 minutes at a time especially during Daylight Saving Time Weekends when the organization asks all Americans to take the 60 minutes lost or gained and volunteer at a nonprofit or serve within their communities.

“Over the past four years, we have worked diligently and strategically to build our organization, our network and key programs,” stated Lincoln Stephens, Founder of The Marcus Graham Project. “We hope to continue the momentum of our efforts and inspire others to move forward with their vision”, he added. Since its inception, The Marcus Graham Project has received a great deal of attention and national press coverage for its unique focus on diversity and mentorship. The organization is a national network of

professionals that have purposed themselves in developing and mentoring the next generation of thought leadership within the advertising, media, PR and marketing industry. The organization was named after a character played by Eddie Murphy in the 1992 film, "Boomerang", produced by Brian Grazer of Imagine Entertainment in which Murphy played an advertising executive. The film inspired countless men and women in the African American community to consider jobs in the field, which is what MGP also seeks to accomplish.

Now in their second collaborative year, MGP and SERVE 60™ have expanded the purpose and scope of "The Boomerang Effect" for 2011. The campaign starts on Friday March 11 with nationwide networking events aimed at advertising, marketing and public relations professionals in order to raise awareness and resources for MGP as well as encourage volunteering over Daylight Saving Time Weekend. The networking events will be held in 12 U.S. cities including New York, Los Angeles, Chicago, Miami, San Francisco, Dallas, Washington DC, Detroit, Minneapolis, Philadelphia, Cincinnati and Milwaukee. On Saturday March 12, the campaign kicks into high gear by activating the mission of SERVE 60™ which is to encourage at least 60 minutes of volunteering and community service.

All over the country, industry professionals and other volunteers will work with youth organizations and school kids to create 60 second public service announcements (PSAs) that will encourage volunteering and giving back to the community. The PSAs will then be uploaded on "The Boomerang Effect" YouTube site on Sunday March 13 where all entrants will compete for a \$1,500 scholarship prize based on viewer and panel votes. "The success of The Boomerang Effect last year made teaming up again with The Marcus Graham Project an easy decision," stated L. Maxwell McKissick, Founder of SERVE 60™. "Giving back comes in many forms including mentorship so partnering with The Marcus Graham Project to create "The Boomerang Effect" and share knowledge, ideas and guidance truly is an altruistic way to help move the next generation forward and ensure its' success," added McKissick.

Helping to promote this year's efforts is The One Club, the world's foremost non-profit organization devoted to elevating creative work within the advertising industry. "The One Club celebrates the legacy of creative advertising, inspires working creative professionals and also nurtures future generations so when the opportunity presented itself to become involved with "The Boomerang Effect", we did not hesitate," stated Tiffany Edwards, Education & Diversity Director of The One Club. "We knew that by lending our voice to the campaign, we could help create a winning combination of unified efforts to achieve a common goal," she added.

Additional partners include Black Enterprise Magazine, ADCOLOR and RDA (Results Driven Agency-Miami). In Cincinnati, the networking event is being hosted by NFL player Dhani Jones of the Cincinnati Bengals. Beyond the shared cause of the campaign, The Marcus Graham Project and SERVE 60™ will seek to determine how many individuals will join both movements through sign ups on their respective social media channels including Facebook and Twitter, as well as how many mentors, financial commitments and otherwise, from corporate partners, agencies and private citizens MGP receives. SERVE 60™ also hopes to continue building its national database of prospective volunteers----ready to give one hour for a good cause.

Sponsor and Partner opportunities are also available. If you are interested in becoming a sponsor or partner of The Marcus Graham Project, SERVE 60™ or The Boomerang Effect, please contact us at either sponsorships@marcusgrahamproject.org or info@serve60.com

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ABOUT:

SERVE 60™ is a national grassroots initiative designed to increase service and volunteerism in America for at least 60 minutes at a time anytime throughout the year but especially during Daylight Saving Time Weekends when we ask all Americans to donate the 60 minutes lost or gained to a nonprofit or the community. The SERVE 60™ website connects those who want to serve with those in need of volunteers. The website offers a searchable database of volunteer opportunities throughout the country by typing in your local zip code. For more information about SERVE 60™ or to learn how you can become a part of the volunteer movement, please visit their website at www.serve60.com or call (414) 389-9906. You can also find SERVE 60™ on facebook, Twitter and YouTube.

The Marcus Graham Project (MGP) is a national network of diverse professionals that have purposed themselves in developing the next generation of thought leadership within the advertising, media and marketing industry. The mission of MGP is to identify, expose, mentor and train ethnically diverse men between the ages of 16 and 34 in all aspects of the media industry, including advertising, entertainment and marketing. The vision of (MGP) is to provide long-term access to information, technology, financial and people resources that will strategically develop a viable pool of talent and leadership within the industry. Please visit their website at www.marcusgrahamproject.org in order to learn more about the network.

The One Club champions excellence in advertising and design in all its forms. It is the world's foremost non-profit organization devoted to elevating creative work in the industry. The One Club celebrates the legacy of creative advertising, inspires working creative professionals and nurtures future generations.

The One Club's programs include The One Show — the pinnacle of achievement for advertising, design and interactive; Creative UnConferences; One Show Entertainment, and publishes "One" the magazine. The One Club educates, inspires and supports students through scholarships, portfolio reviews and annual student exhibitions and competitions.