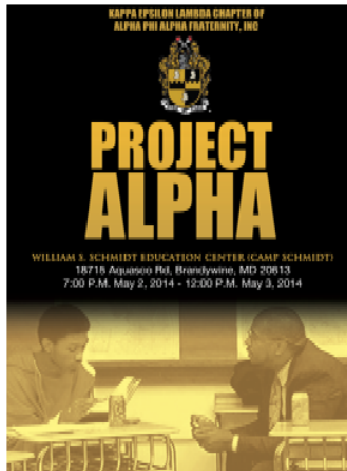


FOR IMMEDIATE RELEASE



ALPHA PHI ALPHA FRATERNITY, INC. KAPPA EPSILON LAMBDA (KEL) CHAPTER of PRINCE GEORGE'S COUNTY, MD announces its 2nd ANNUAL YOUNG MEN'S EMPOWERMENT CONFERENCE

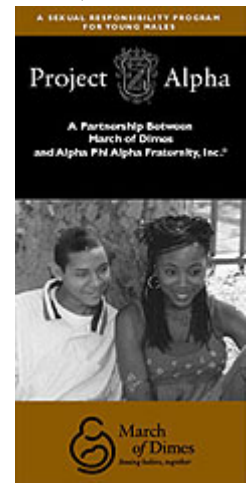
Fraternity Empowers Young Men to Become Greater during Free Spring 2014 Overnight Conference

LANDOVER, MD – (January 2, 2014) - The Alpha Phi Alpha Fraternity, Inc. Kappa Epsilon Lambda Chapter #528 (<http://www.aphiakel.org>) of Prince George's County, MD opens early registration for its 2014 PROJECT ALPHA Young Men's Conference. This empowering initiative, under the Fraternity's KEL Foundation, a 501(c)(3) organization, is a

March of Dimes® collaboration. PROJECT ALPHA provides education, motivation and skill-building on issues of responsibility, relationships, teen pregnancy, and sexually transmitted diseases for young males through a series of workshops and informational sessions conducted by Alpha Phi Alpha Fraternity brothers.

This year's conference will be held overnight from Friday, 6:00 P.M. May 2, 2014 - Saturday 12:00 P.M. May 3, 2014, at the William S. Schmidt Center (Camp Schmidt), 18715 Aquasco Rd, Brandywine, MD 20613. The program is FREE, however, registration is limited to 85 young men, ages 12 to 19 years of age, as of May 2, 2014.

During the conference, young men will actively participate in role play, group discussion, and various presentations. Presentations and workshops include Sexual Health Awareness, Domestic Violence, Male Responsibility and Accountability, Gang Prevention, and Team Building. PROJECT ALPHA is open to young males everywhere and includes a session for parent participation. Registration begins now.



"This Spring, our program will be even more interactive! In our efforts to teach young men how not to repeat the mistakes of the male figures before them, we will empower them to break cycles. For many young men, this will be the beginning of a new circle of empowerment." - Mr. Peterson, PROJECT ALPHA Chair

The Fraternity's National Programs and special projects are community outreach mentoring initiatives, mandated for implementation by all of its chapters. They include the "Go-to-High-School, Go-to-College" educational initiative, whereby young men receive information and learn strategies that facilitate success. "A Voteless People is a Hopeless People", provides political awareness and empowerment. The most prominent collaboration, since 1980, is with the March of Dimes Birth Defects Foundation and PROJECT ALPHA. Since 2000, chapters across the country, during PROJECT ALPHA Week, annually collaborate to implement PROJECT ALPHA programs with their local March of Dimes®.

For additional information or to interview, please contact Jimmie Peterson, PROJECT ALPHA Chair at KELPROJECTALPHACHAIR@gmail.com or (910) 489-1555.

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ALPHA PHI ALPHA Fraternity Inc-Kappa Epsilon Lambda (KEL) Chapter #528 and its chapter seat is located in Landover, MD, Prince George's County (PGC). Chartered in 1972, to address PGC's common social, economic, and civic issues. Further, to provide the appropriate and needed "black forum" which would be essential to the orderly development and participation in the political process of Prince George's County. The Chapter is the birthplace of many Brothers who have transcended the walls of injustice to become leaders in the community, councils, governments, faith-based organizations, public & higher learning of the military, as well as business enterprises. The history of KEL has become the "pacemaker" for social and civic organizations in Prince George's County. The rebirth of our young men continues.