

FOR IMMEDIATE RELEASE

Monday, April 18, 2011

**27 Social Influencers Come Together to Raise Funds
for 50 Year Old Charity Organization in Washington, DC (USA)**

Washington, DC (April 18, 2011) – 27 Social influencers are coming together to raise funds for a 50 year old charity organization, The Black Student Fund, in Washington, DC (USA). Organized by Mitch Brooks, the online campaign is a “Birthday Wish” in partnership with Causes.com. The public campaign will run for one week and friends can support by visiting the site [\[link\]](#).

The Black Student Fund was established in Washington, DC in 1964. Since its inception, BSF has provided financial assistance, support services, and advocacy for children of color to have an equal right to pursue education opportunities at Washington, D.C. metro area highly acclaimed private schools. The organization acknowledges that “education is our passport to a bright and successful future, for tomorrow belongs to those who prepare for it today.” BSF supports students in grades Pre-K to 12 and has awarded over 2,000 scholarships.

Brooks, 26, is the youngest Board of Trustee member of The Black Student Fund in its 50 year history. For his 27th birthday (April 19th), he asked 27 friends and colleagues to join him to raise international awareness and small online donations for BSF. The group of social influencers include an international best-selling author, fashion stylist, publicist in London, England, White House attorney with Obama Administration, and DC-based social and nightlife blogger to name a few. The 27 social influencers are:

Adam Schindler	Edwin Rice	Nick Austin
Andre Lane	Enitan Bereola	Ra Williams
Antwoine McCoy	Jarrett Nobles	Rashonda Rosier
Apuje Kalu	Joy Kelly	Rob Oates
Ariane Mcmillan	Kate Quander	Seth Harvey
Brandon Andrews	Kenny Whaley	Ted Daniels
Chinaka Young	Lauren Grant	Tiffany Cruz Gonzales
Conrod Kelly	Mathieu Diakite	
Daryn Sessoms	Natasha Valley	
Donte Johnson	Niara Phillips	

The online awareness and fundraising campaign is in partnership with *Causes*. *Causes* is the world’s largest platform for activism and philanthropy. Supporters can donate and/or sign an e-card for The Black Student Fund at <http://wishes.causes.com/wishes/256116>.

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About The Black Student Fund: The Black Student Fund was established in 1963 to desegregate the independent schools of metropolitan Washington, DC and make them

accessible to black children, irrespective of economic status. To that end, the Fund has built a multidimensional set of programs that support its mission and influence changes within the schools and the community as a whole. In addition to providing scholarships and essential support services to low-income black children, grades K through 12, our comprehensive programs include outreach and referral services featuring an Annual School Fair; summer school programs; and, through our Institute for Equity, Race & Education, we conduct courses in cross-racial communication for school faculty and administrators. For more information, visit <http://www.blackstudentfund.org>.

About Causes.Com: Causes is the world's largest platform for activism and philanthropy. We empower individuals to create grassroots communities called "causes" that take action on behalf of a specific issue or nonprofit organization. *The Birthday Wish* is a new idea in social fundraising. Using the collective power of your friends and family, it's an innovative and rewarding way to raise money for the causes you care about. Every cause is a community for action, bringing people together and providing them with tools for fundraising, advocacy work, and awareness-raising. Cause members are incentivized to take action by recruiting their friends to join, donating or fundraising, educating themselves through videos and photos, discussing important issues, and more. For more information, visit <http://www.causes.org>.