



FOR IMMEDIATE RELEASE

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NEW YORK STATE OF ZETA PHI BETA SORORITY, INC., TAKES ACTION ON APRIL 8, 2017

NEW YORK, NY (MARCH 17, 2017 – On April 8, 2017, the New York State members of Zeta Phi Beta Sorority, Inc., will coordinate simultaneous Call to Action Forums under our Sorority's **GET ENGAGED™** Social Action Initiative.

These forums will provide members of the community with an opportunity to receive first-hand information from their local officials as well as political activists regarding the importance of voting in **all** elections, the duties and responsibility of their local representatives and how to become more informed and engaged in the political process. While most voters are aware of the functions of upper level government officials, many are unaware of the influence their local representatives' decision can have on the quality of their everyday lives. These forums were developed to address the critical gap in awareness and increase voter's turn out with roughly one-third of the seats in the Senate up for grabs in the 2018 mid-year elections.

"New York State Zetas are poised to take responsibility for the education and empowerment of our communities. We see educating our communities on the electoral and political processes as our duty as a Community-Conscious, Action-Oriented organization. We look forward to partnering with like-minded persons and organizations to motivate members of our community to not only to get engaged in the process but to run for office and encourage and support others to run." Nilda E. Rivera, Esq. - 13th New York State Director

For more information about these forums see the attached listing or contact our NYS Social Action Chair - Keisha Alleyne, Esq. at socialactionnys@gmail.com. To contact New York State of Zeta Phi Beta Sorority, Inc., follow us on:

Facebook: Zeta Phi Beta Sorority, Inc – State of New York
Twitter: @NYSZetas
Instagram: nys_zetas

ABOUT ZETA PHI BETA SORORITY, INC., GET ENGAGED™ : The **GET ENGAGED™** Social Action Program was designed to address the underlying issues in our communities: drive individual and community engagement; empower citizens to get involved; and cultivate a culture of mutual respect in our communities. The NAACP is our primary collaborator on criminal justice and voter education, registration and protection efforts. In addition, the American Advertising Federation, Executive Mosaic Council is a key collaborator on media diversity initiatives. *White Paper: "Reality TV: Entertaining, But No Laughing Matter.* Our GET ENGAGED™ has been featured in **Essence** magazine: *Sister Soldiers: A Look at Black Sororities in the Black Lives Matter Movement and For the Ladies of Zeta Phi Beta Sorority, Advocacy and Leadership Go Hand in Hand.*

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