



A POWERFUL
NOISE
+ Live



Nation's Oldest and Largest African-American Sorority Partners with CARE to Empower Women Worldwide 200,000 plus members urged to join the movement

Atlanta and Chicago – Feb.5, 2009 – Inspired by its century of service and mission to empower communities worldwide, Alpha Kappa Alpha Sorority is partnering with CARE to advance the movement to end global poverty. The nation's largest and oldest sorority has made A Powerful Noise Live its official event for International Women's Day.

A POWERFUL NOISE Live, a one-night event simulcast in 450 movie theatres nationwide on Thursday, March 5th, will give audiences a deeper understanding of the difference they can make in the world by empowering women. Executive produced by entrepreneur and philanthropist Sheila C. Johnson, the documentary "A Powerful Noise" tells the story of the unbending efforts of three women in Bosnia, Mali and Vietnam to create change in their communities. Immediately after the film, a panel discussion with humanitarian experts and celebrities will be broadcast live via satellite from New York City to participating theatres.

Panelists include CARE President and CEO Dr. Helene Gayle; Pulitzer Prize-winning journalist and *New York Times* columnist Nicholas Kristof; and CARE Advocate for Maternal Health and contributing editor for *Marie Claire* magazine Christy Turlington Burns.

"From our inception, Alpha Kappa Alpha has been committed to improving living standards and increasing opportunities for women," says Barbara McKinzie, international president of Alpha Kappa Alpha Sorority. "We are proud to partner with CARE to bring the issues and crises facing poor women to the forefront." In addition to urging sorority sisters and community members to attend the event, AKA chapters will host forums and discussion groups addressing the issues in the film across the country.

According to Dr. Helene Gayle, "A POWERFUL NOISE Live is more than a night out at the movies. It's a movement coming of age. When the lights go on, you'll be energized with a better understanding of what you can do to empower women and girls around the world."

As a CARE partner, Alpha Kappa Alpha Sorority has made a commitment to women worldwide and challenges other sororities to do the same.

A POWERFUL NOISE Live is in select theatres nationwide for only one night Thursday, March 5 at 7:30 p.m. ET / 6:30 p.m. CT / 5:30 p.m. MT / 8:00 p.m. PT (tape delayed). Tickets go on sale January 27th. For more information, including a complete list of participating theatres, how to purchase tickets and updates on panelists, please visit www.apowerfulnoise.org.

About CARE

CARE is a leading humanitarian organization fighting global poverty. Last year, CARE programs improved the lives of more than 65 million people in nearly 70 countries. CARE tackles underlying causes of poverty so that people can become self-sufficient. Recognizing that women and children suffer disproportionately from poverty, CARE places special emphasis on working with women to create permanent social change. Women are at the heart of CARE's community-based efforts to improve basic education, prevent the spread of HIV, increase access to maternal health services, expand economic opportunity and protect natural resources. CARE also delivers emergency aid to survivors of war and natural disasters, and helps people rebuild their lives. Get involved at www.care.org.

About Alpha Kappa Alpha Sorority, Inc.

Alpha Kappa Alpha Sorority is America's first Greek-letter organization founded in 1908 by, and for, African-American college women. Headquartered in Chicago, Illinois, it is one of the world's leading service organizations. The Sorority's members have made a commitment "to serve all mankind" through a nucleus of more than 225,000 women in over 975 chapters in the United States, the Caribbean, Canada, Germany, Korea, Japan and in the continent of Africa. Barbara A. McKinzie is the 27th International President. McKinzie's administration is marked by the theme: ESP, which stands for Economics, Service and Partnerships. AKA celebrated its Centennial in 2008 and is now beginning its second century of making an impact on the world through Sisterhood and Service. For more information, log on to www.aka1908.com.

MEDIA CONTACTS:

Cheraé Robinson
CARE/A Powerful Noise
(404) 979-9383
crobinson@care.org

Melody M. McDowell
Alpha Kappa Alpha Sorority, Inc.
(773) 660-2001
melodyaka@aol.com