



TheLoop21.com Commissions Economic Survey of Black America

African American economic and political website partners with Alpha Kappa Alpha Sorority Inc. to provide real analysis of Black America's economic status

Los Angeles, CA – April 6, 2010 – In an effort to better understand the economic status of African Americans and the perceptions behind the racial disparity that exists in today's economy, TheLoop21.com, a top African American website for economic and political news, has commissioned the largest-ever consumer study of African American consumers and workers. In partnership with the national sorority, Alpha Kappa Alpha (AKA) Sorority, Inc., the "2010 Economic Survey of Black America" seeks to provide a clear assessment of Black America's economic status and black consumer confidence from the perspective of thousands of black consumers and workers. The "2010 Economic Survey of Black America" will be conducted online at www.TheLoop21.com, effective Friday, April 9 through Friday, April 23.

"In today's multi-cultural society, it is important to evaluate the strength of the U.S. economy based on the economic well-being of all its citizens," said Darrell Williams, publisher of TheLoop21.com and a Ph.D. economist. "This survey is the first of its kind in that it provides real-time, real-life participation directly from the people themselves--Black consumers and workers. Our mission is to look behind the statistics and commentary on the black economic condition in order to give voice to the economic priorities and concerns from the community itself so as to positively influence the economic policies being formulated during this global recession."

To ensure the participation of persons of color from various economic strata, TheLoop21.com is collaborating with Alpha Kappa Alpha. The national sorority plans to engage its 250,000 college-educated membership and their families from over 900 chapters in the U.S. and abroad.

"Our partnership with TheLoop21.com provides a perfect opportunity for Alpha Kappa Alpha Sorority to continue our work of improving the social and economic conditions in our communities," said Alpha Kappa Alpha's international president, Barbara A. McKinzie. "The '2010 Economic Survey of Black America' will help further define our community's economic reality and give a voice to the African American perspective in this important discussion of our country's economic future."

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As part of the survey, TheLoop21.com seeks to include economic data from African Americans who are often disproportionately affected by adverse U.S. and global economic shifts and whose economic circumstances may be dramatically different from “the average.”

Respondents to the “2010 Economic Survey of Black America” will be asked to reply to questions regarding their present economic status, the U.S. global recession and its impact on their lives, as well as their outlook for the future. All participants will be directed to take the survey at www.TheLoop21.com from April 9th – 23rd.

Results and analysis of data garnered from the survey will be released in early May. The findings will provide an assessment of Black America’s economic interests as the U.S. develops new economic policies.

More information regarding the survey and other general information can be found at www.theloop21.com.

About TheLoop21.com

TheLoop21.com is the premier online destination for in-depth analysis of economic and political news presented from the minority perspective. TheLoop21.com not only highlights problems, but also offers insights and solutions, plus a platform where everyone is invited to join the conversation. The site is an alternative to mainstream media with a mission to lead the discussion on economic progress for people of color.

About Alpha Kappa Alpha

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 250,000 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. Her administration is marked by the ESP theme, which stands for **E**conomics, **S**ervice and **P**artnerships.

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