



MEDIA ALERT.....MEDIA ALERT.....MEDIA ALERT

**McDONALD'S® PRESENTS THE PRESTIGIOUS 365BLACK® AWARDS
TO FOUR AFRICAN AMERICAN BUSINESS AND COMMUNITY LEADERS**

WHAT: McDonald's will host the **365Black Awards, its tribute to African American leaders, legends and legacies** during the return of the Essence Music Festival to New Orleans. The 365Black Awards event is a celebration of McDonald's 365Black initiative, created to celebrate the culture, heritage and achievements of African Americans yearlong.

Created in 2003, the McDonald's 365Black Awards recognize the accomplishments of distinguished African American leaders whose contributions affect the African American community 365 days a year. McDonald's 365Black initiative celebrates the heritage in and shows appreciation for the African American communities McDonald's has been privileged to serve for many years.

WHO: Hosted by **news personality René Syler**, the 2007 365Black Awards will honor:

- **Marian Wright Edelman**, Founder and President of the Children's Defense Fund
- **Michelle Ebanks**, President of Essence Communications, Inc.
- **Linda Dunham**, New Jersey McDonald's Owner/Operator and Chairman of the Board, Ronald McDonald House Charities®
- **Roy Griggs**, Louisiana McDonald's Owner/Operator

Presenters will include:

- Bill Lamar, Chief Marketing Officer, McDonald's USA
- Jim Johannesen, Central Division President, McDonald's USA

WHEN: **Thursday, July 5, 2007**
11:00 a.m. (Reception)
12:00 p.m. (Award Luncheon)
Spokespersons and/or honorees will be available for interviews from
11:00 a.m. – 12:00 Noon and 2:00 p.m. – 3:00 p.m.
Please pre-arrange interviews.

WHERE: **Ernest N. Morial Convention Center**
900 Convention Center Blvd.
New Orleans, LA 70130
Media must RSVP to confirm credentials. RSVP to Carolyn Tucker at 312-297-9875.

FOR MORE INFORMATION, CONTACT:

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