



THE AJAMU GROUP

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EARVIN “MAGIC” JOHNSON KEYNOTE FOR LUNCHEON DURING THE NORTH AMERICAN INTERNATIONAL AUTO SHOW PRESS WEEK

DETROIT, MI – NBA Legend, Entrepreneur and Philanthropist, Earvin “Magic” Johnson will be the keynote speaker for the Multicultural Media Luncheon, January 13, 2011, at The Westin Book Cadillac Detroit. This event is the first diversity themed luncheon held during The North American International Auto Show (NAIAS) Press Week activities and is listed on the Calendar of Events. The luncheon theme is “Building Brands through Urban Markets” and will also honor minorities in the Auto Industry. A portion of the proceeds will benefit the Haitian charity Project Medishare and Orchards Children’s Services, a foster care and adoption agency in Michigan.

The Multicultural Media Luncheon was created by The Ajamu Group, LLC, a National Media Advertising Sales and Event Management company in Southfield, Michigan (www.ajamugroup.com). "My company's goal is to capitalize on the international audience who attends NAIAS, create an event that expands the awareness of this global showcase and celebrate the worldwide impact minorities have in the Auto Industry." said Cheryl D. Parks Ajamu, Founder and CEO, and a 10 year Advertising Industry Professional.

The event expects to draw a diverse crowd of media and advertising Professionals, sports fans, students and alumni from Universities, Colleges, and business professionals, in addition to Auto Industry Professionals.

Comerica Incorporated, a financial services company headquartered in Dallas, Texas was the first company to become a sponsor for the Multicultural Media Luncheon. Companies from various industries are considering sponsorship.

Media partners for the Multicultural Media Luncheon are a combination of Hispanic and African American media: Siempre Mujer, Black Enterprise, Uptown, Heart & Soul, Upscale, American Legacy, Rainbow PUSH Automotive Project and TV33 WHPR Detroit.

The Multicultural Media Luncheon is from 11am until 2pm. For more information visit: <http://www.naias.com/the-2011-show/industry-preview.aspx>. For ticket information, visit: <http://www.ajamugroup.com/Upcomingevents.htm>.

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