

The logo for The Marcus Graham Project, featuring the text "THE MARCUS GRAHAM PROJECT" in a white, pixelated font on a dark grey rectangular background.

THE  
MARCUS  
GRAHAM  
PROJECT

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FOR IMMEDIATE RELEASE

## **The Marcus Graham Project Announces Participants of Summer-Long Advertising and Marketing Boot Camp**

*Rigorous program will aid the production of entry into advertising, media careers for the underserved*

**DALLAS, April 12, 2010** –The Marcus Graham Project, a Dallas-based nonprofit organization that assists ethnically diverse men with career training and mentorship in the advertising and marketing industry, recently announced the names of 12 future leaders that will participate in a 10-week boot camp entitled iCR8.

Held in Dallas from June 7 to August 13, iCR8 is an annual summer-long, unpaid internship program that provides ethnically diverse men between 18 and 34 years of age the opportunity to work as an ad agency team that helps clients develop strategic solutions for some of their marketing challenges. The boot camp is specifically designed to provide aspirants in the field of advertising and marketing with the exposure and experience necessary to solidify careers within the industry.

The 2010 boot camp participants were announced on the MGP online radio program, [The Drum](#).

This year's team will include: **Miller Caton, 23 of Atlanta, GA; Kamal Collins, 31 of Los Angeles, Kevin Green, 21 of Arlington, TX; CA; Sebastian Go, 21 of Durham, NC; Denzell Holland, 21, Dallas, TX; Brian Lee, 24 Orland Park, IL; Kadeem Myrick, 22 of Raleigh, NC; TX Matthew Newsome, 22 of Daytona Beach, FL; Chike Onuorah, 25 of Winston-Salem, NC; Jordan Prince, 19 of Dallas, TX; Herbert Smith, 24 of Grand Prairie, TX; and Sheldon Williams, 29 of New Orleans, LA.**

One of the boot camp's primary clients will be Globe Aware, a nonprofit organization that develops short-term international volunteer programs that encourage people to

immerse themselves in a unique way of giving back. The selected participants will work on a campaign designed to mainstream global service among youth and young adults.

Program participants will be housed at The South Side on Lamar Building, a multi-use loft complex in the creative Cedars neighborhood area, while they commute to their downtown offices provided by Omnicom-owned integrated marketing agency, TracyLocke.

The Marcus Graham Project is also seeking corporate and community assistance in helping this league of extraordinarily talented young men create, think and live, while honing their skill set throughout the summer. Many of the young men who are eager to participate in the program will need additional support to ensure that they are equipped with the tools and resources necessary to have a rewarding experience.

"We are encouraging supporters to help equip our boot camp team with the basic supplies that they will need to complete their assignments and to live comfortably while in Dallas," says MGP co-founder Larry L. Yarrell II. The Marcus Graham Project will be hosting a supply drive entitled "League of Extraordinary Gentlemen." The event, taking place on Saturday May 1 will consist of a gifting lounge which will be located at The Tastemaker's Suite located at 1409 S. Lamar #111 in the South Side on Lamar Building and will be open from 9am until 6pm. DJ's Frances Jaye and Jay-Clipp will be on hand to provide a musical vibe, as several of the boot camp members will be on hand, in-person and via Skype to share their hope for the program.

"The type of supplies that they will need include laptops, cameras, portable hard drives, and gift cards for living expenses including food, toiletries, and local transportation," says Lincoln Stephens, co-founder of the program. "There are also a few needs for travel scholarships for individuals needing assistance their way to the city of Dallas," says Stephens.

The boot camp experience will also be filmed for an upcoming documentary that The Marcus Graham Project is producing entitled, "How To Get Into The Advertising Business Any Way." The boot camp's model is that of a pro-bono consultancy for non-profit organizations, while corporations partner with the program to provide in-kind and fiscal sponsorship to sustain the efforts of the initiative. To learn more about sponsorship opportunities or to find out how you can contribute, please contact The Marcus Graham Project at 214-810-6475 or email [info@marcusgrahamproject.org](mailto:info@marcusgrahamproject.org)

#### **About The Marcus Graham Project:**

The Marcus Graham Project is a national network of diverse professionals who are dedicated to developing the next generation of thought leadership within the advertising, media and marketing industry. The organization's mission is to identify, expose, mentor and train ethnically diverse men between 16 and 34 years of age in all aspects of the media industry, including advertising, entertainment and marketing in an effort to strategically develop a viable pool of talent and leadership within the industry. For

additional information on The Marcus Graham Project, visit  
<http://www.marcusgrahamproject.org>.

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