



## **MEDIA ALERT.... MEDIA ALERT.... MEDIA ALERT**

**Encouraging Women To Seize The Moment The *Salute Her: Beauty of Diversity Awards* Tour Presented by Toyota Comes to Dallas on Thursday, November 1<sup>st</sup> celebrating ‘Women of Color’ at The Black Academy of Arts and Letters (TBAAL)**

*Majic 94.5’s Café Mocha Show known as ‘radio from a woman’s perspective’ to host the Inaugural Dallas Salute Her Awards with honorees; Tom Joyner Morning show broadcaster **Sybil Wilkes**; philanthropists **Dr. Lauren Freeman** and **Regina Levine**, retired USPHS veteran **Dr. Shawneequa Harris**; businesswoman **Nikki Chu**; Corporate Trailblazer **Crystal King** and more*

*(Special tribute performance by Grammy-nominated balladeer **Kenny Lattimore** and hip-hop legend **YoYo**)*

### **WHO:**

**MAJIC-FM 94.5’s Café Mocha** show will host the first annual **Salute Her: Beauty of Diversity Awards in Dallas** honoring outstanding women making a difference in the community. Presented by Plano based **Toyota Motors North America**, this year’s tour encourages women to seize the moment and make positive change in their communities.

### **WHAT:**

Dallas is the third stop on a five-city tour that launched in Washington with stops in New York City, Charlotte, NC and Atlanta, GA. **Café Mocha Radio** is the #1 weekly radio show for multicultural women, known as ‘radio from a woman’s perspective’ airs Sunday mornings on **MAJIC-FM 94.5** from 7-9am.

Seven diverse women who are redefining history through their own respective journeys will be celebrated during the event, which is also supported by **AARP**.

**2018 Salute Her: Beauty of Diversity** honorees include:

- **Sybil Wilkes**, co-host of Tom Joyner Morning Show, **Broadcast Innovator Award**
- **Dr. Lauren Freeman**, Chairman of Dress for Success Dallas Board, **Community Activist Award**
- **Nikki Chu**, Celebrity Designer & Businesswoman, **Woman of Style**
- **Crystal King**, National Director Product Development, Digital Assets, American Heart Association, **Corporate Trailblazer Award**
- **Guwan Jones**, VP Human Resources & Chief Diversity Officer of Baylor Scott & White Health, **Champion for Change Award**
- **Regina Levine**, Promise House Chief Program Officer, **Champion for Children Award**
- **Dr. Shawneequa Harris**, CAPT (O-6), USPHS, retired, **Toyota American Pride Award**
- **Chevel Johnson**, Associated Press Journalist, **Media Legend Award**

**WHEN:**

**Thursday, November 1, 2018**

Chic Boutique Pre-Reception 6:30 - 7:45pm

Salute Her: Beauty of Diversity Awards Program 8pm

Individual tickets \$55.00

[www.SaluteHerTX2018.Eventbrite.com](http://www.SaluteHerTX2018.Eventbrite.com)

**WHERE:**

The Black Academy of Arts and Letters

1309 Canton Street

Dallas, TX 75201

**PRE-MEDIA OPPORTUNITIES:**

October 31<sup>st</sup>/November 1<sup>st</sup> - Kenny Lattimore - in studio interview and/or performance with designated honoree

November 1<sup>st</sup> - 2018 - YoYo - Legendary Hip-Hop artist and philanthropist

- **Dr. Shawneequa Harris**, CAPT (O-6), USPHS, retired, **Toyota American Pride Award**
- **Crystal King**, Director Multicultural Marketing at American Heart Association, **Corporate Trailblazer Award**

The **Salute Her Awards: Beauty of Diversity** supports the **Mocha Cares Foundation**, which helps provide services to combat homelessness, domestic violence and foster care through mentorship programs.

**CONTACT:**

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**About the Salute Her Awards™:**

Café Mocha launched its annual Salute Her Awards events in 2011, with a mission to recognize dynamic women who have made contributions in their communities and breaking down barriers. Since its inception eight years ago past honorees include activist **Sybrina Fulton**, broadcast personality **Wendy Williams** and **Iyanla Vanzant**, “Empire” actress **Ta’Rhonda Jones**, CNN correspondent **Fredricka Whitfield**, renowned White House journalist and author **April Ryan** and legendary actress **Pam Grier**, actress/humanitarian **Sheryl Lee Ralph**,

Cynthia Bailey, Kim Fields, Malinda Williams, Terri J. Vaughn and Vy Higginsen, singers Gloria Gaynor, Stephanie Mills, Fantasia Barrino Taylor, Syleena Johnson and Tamela Mann, influencers Constance White, Luvvie Ajayi, Lola Ogunnaike, Jamie Foster Brown, Shirley Strawberry, fashion designer Barbara Bates, Dr. Bernice King, Deanna Brown Thomas, Ricki Fairley, NBA mom Wanda Durant and Ilyasah Shabazz to name few. [Take a look at our 2017 Salute Her Tour highlights.](#)

	<u>Awards Hosts</u>		<u>Performer</u>	
				