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**ALPHA KAPPA ALPHA SORORITY TO LAUNCH  
VOTER REGISTRATION/EDUCATION OFFENSIVE AT CONFERENCE**

Alpha Kappa Alpha C.A.R.E.S. will empower citizens on the voter process

Chicago, Illinois – August 31, 2011 - Alpha Kappa Alpha Sorority will mount a yearlong voter registration and education offensive to reach, mobilize and impact hundreds of thousands of citizens throughout the communities nationwide that AKA serves. The campaign will be driven by the theme: Alpha Kappa Alpha C.A.R.E.S., an acronym for Collaborate, Advocate, Register, Educate, and Stimulate.

Alpha Kappa Alpha's International President Carolyn House Stewart will officially unveil the initiative during the Sorority's Public Policy Conference in the nation's Capitol, September 19-21.

In making the announcement Stewart noted that the campaign is particularly critical because with the election one year away, there is so much at stake.

Stated Stewart, "These are critical times and Alpha Kappa Alpha is concerned about how this economic crisis has impacted the lives of so many of our members and the communities we serve. The lack of jobs, economic stability, access to higher education, poverty, healthcare and treatment options, voter empowerment and the environment are issues we will address with our policy makers and elected officials in D.C. Local, state and national elections impact all of us and the quality of life we will pass on to future generations. Our vote is our voice. Our voices will be heard and AKA C.A.R.E.S. is a collaborative effort to mobilize citizens. Our destiny awaits us and every citizen should participate in the discussions about of future as the changing landscape becomes less inclusive of minorities, the unemployed and the poor."

The Sorority's Connection Committee whose chairman is Leyser Q. Hayes, Esq., of Jackson, Mississippi, will coordinate the initiative. She said the campaign has adopted a two-pronged strategy: to get out the vote and to educate citizens on the voting process.

In reinforcing the importance of the campaign, Hayes said the initiative mirrors the Sorority's resolve to move from discussion to action. It also strengthens Alpha Kappa Alpha's standing as both a global power player in the political landscape and as an advocate for voting rights.

Because America’s history of conducting elections has been mired by instances of irregularities, C.A.R.E.S. takes a keen interest in the regulations and systems being instituted to manage the voter registration process of minorities, specifically African Americans. Hayes said that the Sorority will be particularly vigilant in monitoring these processes.

The Sorority has an award-winning legacy of mobilizing, and registering record numbers. This is rooted in the relationship its members and chapters have with the communities they serve. This bond has enabled the Sorority to penetrate areas that have been difficult to reach. On the strength of these connections, the campaign is expected to expand its reach and add record-setting numbers to the voter rolls.

To maximize the campaign’s effectiveness, Alpha Kappa Alpha will collaborate with like-minded organizations that are committed to C.A.R.E.S’ mission. In partnership with Alpha Kappa Alpha, there will be an aggressive effort launched to make sure that citizens understand the Electoral College, know their rights and can comprehend the dynamics of the voting rolls and voter registry process. Empowered with this information and these tools, they will be more informed, educated and capable of making decisions that will determine their destiny.

With a charge aimed at energizing the membership, Stewart exclaimed, “Alpha Kappa Alpha C.A.R.E.S about voter registration and voter education—and with so much at stake in future elections the ‘Time for C.A.R.E.S is Now!’”

The announcement represents one of the highlights of the Sorority’s 9<sup>th</sup> annual Public Policy Conference. The confab will provide a forum where the Sorority will share its civic, social and legislative agenda with lawmakers. In recognition of the critical issues that need to be addressed and the actions that need to be triggered, the theme of the three-day event is: “The Time is Now: Connection + Advocacy = Effective Results.”

The three-day event will also provide a forum for members to network and engage in one-on-one dialogue with experts about program initiatives that impact the community. Members will also have a chance to visit with their senators and congressional representatives to discuss and advocate for issues of importance to their regions, to the nation and to the world.

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### **About Alpha Kappa Alpha Sorority:**

Alpha Kappa Alpha Sorority, Incorporated (AKA) is an international service organization that was founded on the campus of Howard University in Washington, D.C. in 1908. It is the oldest Greek-lettered organization established by African-American college-educated women. It is comprised of 260,000 members in 958 graduate and undergraduate chapters in the United States, the U. S. Virgin Islands, Bermuda, the Caribbean, Canada, Japan, Germany, South Korea and on the continent of Africa. Its membership includes distinguished women who boast excellent academic records, proven leadership skills, and are involved in the global community through advocacy and service. Alpha Kappa Alpha

has dedicated itself to improving the quality of life for citizens worldwide and promoting peace. The organization is led by its 28th International President Carolyn House Stewart of Tampa, Florida whose administration's programmatic theme is "Global Leadership Through Timeless Service."