



FOR IMMEDIATE RELEASE

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ALPHA KAPPA ALPHA SORORITY, INCORPORATED® MID-ATLANTIC REGION EXPECTED TO GENERATE OVER \$4.6 MILLION IN BUSINESS SALES FOR RALEIGH *Mid-Atlantic Regional Conference Set for March 23-26, 2023 at Raleigh Convention Center*

RALEIGH, N.C.—More than 5,200 members of [Alpha Kappa Alpha Sorority, Incorporated®](#) – the oldest service organization founded by college-educated African American women in 1908– will travel to Raleigh, North Carolina, for its historic 70th [Mid-Atlantic Regional](#) Conference from March 23-26, 2023.

While attending conference events and workshops, the sorority will also generate \$4.6 million in direct economic impact, including more than in lodging revenue alone. The overall estimated impact includes direct tax revenue of more than \$211,198 for the Greater Raleigh area. During the four-day conference, members will also support Raleigh and the greater Triangle area by visiting and experiencing cuisine, shopping and tourist attractions.

Members will participate in a community service project titled, “Creating a Home Away From Home,” which will provide donated supplies—including blankets, toothpaste and other essential items—to long-term care facilities and personal care homes in the Triangle region.

The conference will also include a host of invited guests at the Public Meeting on Thursday, March 23, 2023, at 7 p.m. The meeting will honor local and national citizens who have made significant contributions to the organization’s program initiatives, such as social justice, social action, the environment and the arts. Elected and public officials will also participate, including North Carolina Governor Roy Cooper and Raleigh Mayor Mary-Ann Baldwin. The event is free and open to the public.

“Alpha Kappa Alpha Sorority, Incorporated® will make history in Raleigh as we celebrate 70 years since the Mid-Atlantic Region was formed in 1953, serving North Carolina and the Commonwealth of Virginia,” said Nadine Vargas Stewart, Alpha Kappa Alpha, Mid-Atlantic Regional Director. “In the decades since Alpha Kappa Alpha was founded in 1908, our rich legacy has grown tremendously, both locally and internationally, and our record of global service to all mankind continues to this day. We are thrilled to return to Raleigh with the largest number of members to ever convene at a Mid-Atlantic Regional Conference and are equally excited about the substantial economic impact we will make in the Triangle Region.”



Media Note: Media interested in covering the 70th Mid-Atlantic Regional Conference should email MediaRelationsMidAtlanticAKA@gmail.com. Pre-conference interviews can be scheduled with Nadine Vargas Stewart.

A media kit, including a fact sheet on the Mid-Atlantic Region of Alpha Kappa Alpha and biography on Nadine Vargas Stewart, is available [here](#).

About Alpha Kappa Alpha Sorority, Incorporated® and the Mid-Atlantic Region

[Alpha Kappa Alpha Sorority, Incorporated®](#) (AKA), a 115-year-old international service organization founded on the campus of Howard University in Washington, D.C. Comprised of more than 325,000 members who hail from 1,060 graduate and undergraduate chapters worldwide, Alpha Kappa Alpha is the nation's oldest Greek letter organization established by African American college-educated women. The Mid-Atlantic Region of Alpha Kappa Alpha Sorority, Incorporated® has 130 chapters and 13,000 members in North Carolina and the Commonwealth of Virginia.

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