



ALPHA KAPPA ALPHA SORORITY, INCORPORATED ®



SOROR TRACEY MORANT ADAMS, SOUTH EASTERN REGIONAL DIRECTOR

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PRESS RELEASE

America's First Sorority of African American Women Selects Knoxville, Tennessee for 93rd South Eastern Regional Conference

More than five thousand members of Alpha Kappa Alpha Sorority to convene in Knoxville for the annual conference.

(November 10, 2024) – The South Eastern Region of Alpha Kappa Alpha (AKA) Sorority, Incorporated® has selected Knoxville, Tennessee, to convene its 93rd regional conference, March 13–16, 2025. With 4500 registrants coming from Tennessee, Mississippi and Alabama, the conference is expected to generate an estimated economic impact of \$5 million.

"With our regional conferences attracting thousands of our members to a local city annually, we have the opportunity to both conduct the business of Alpha Kappa Alpha and bolster the city's economy. Every year during the conference, we select a local organization with a shared programmatic mission to receive a sizable donation, as well as host a series of impactful service initiatives," said South Eastern Regional Director Tracey Morant Adams.

Attendees will participate in business meetings, workshops, and various events designed to inform, educate, and complement their membership in the 116-year-old sorority. Additionally, in keeping with its longstanding commitment to community service, Alpha Kappa Alpha will also perform service projects to benefit the community.

Adams acknowledged AKA's affinity for Knoxville. "In partnership with Visit Knoxville, it pleases us to return to the hospitality of Knoxville, the home of our 6th International President, Arnetta G. Wallace, whose legacy of service and sisterhood lives through us. We look forward to a successful conference where we will reconnect with our members and benefit the local community," Adams said.

The 93rd conference theme is "Powerful Pearls Energized to Soar!"

"It is an honor to welcome Alpha Kappa Alpha Sorority, Inc. back to Knoxville for the 93rd South Eastern Regional Conference," said Kim Bumpas, President of Visit Knoxville. "Their presence in early 2020 left a lasting, positive impact on our community, and we are excited to once again partner with them. Knoxville is ready to showcase our city's unique charm, Southern hospitality, and vibrant culture, ensuring a warm and unforgettable experience for all attendees."

The 93rd South Eastern Regional Conference events will occur throughout the downtown area; however, the Knoxville Convention Center will be the primary location for the conference meetings.

About Alpha Kappa Alpha Sorority, Incorporated®

Alpha Kappa Alpha (AKA) Sorority, Incorporated® is an international service organization founded at Howard University in Washington, D.C. in 1908. It is the oldest Greek letter organization established by African American college-educated women. AKA is comprised of over 300,000 members in 1,061 graduate and undergraduate chapters in the United States, Liberia, the Bahamas, the U.S. Virgin Islands, Germany, South Korea, Bermuda, Japan, Canada, South Africa, and the Middle East.

About South Eastern Region of Alpha Kappa Alpha Sorority, Incorporated®

The South Eastern Region (SER) of Alpha Kappa Alpha Sorority is one of ten regions. SER is composed of three states: Tennessee, Mississippi, and Alabama. Within the region, there are 119 undergraduate and graduate chapters serving over 13,000 members. Annually, the members perform service projects to enhance and improve the quality of life for individuals, families, and communities.

About Visit Knoxville

Visit Knoxville (Knoxville Convention and Visitors Bureau) is the official CVB for the City of Knoxville and Knox County. Visit Knoxville is a 501(c)(3) nonprofit, private company that works together with the community, business leaders and local and state government to further develop Knoxville as a premier leisure, meetings and travel destination. Tourism is the second highest grossing industry in the state of Tennessee. Knoxville/Knox County annually produces over \$1 billion in travel spending. For more information, visit visitknoxville.com and follow on [Facebook](#), [Instagram](#), and [Twitter](#).

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