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**MAGIC JOHNSON SCHEDULED TO SERVE AS KEYNOTE SPEAKER DURING BLACK HISTORY MONTH SYMPOSIUM ON CAMPUS**



*Magic Johnson and Carla Morrison,  
President / CEO of Chit Chat Communications*

**MIAMI GARDENS, FL [JANUARY 29, 2007]** – Chit Chat Communications (CCC), Burger King Corporation, and Florida Memorial University's Division of Student Affairs have joined forces to celebrate Black History Month by sponsoring the **5<sup>th</sup> Annual C. Morrison Presents . . . "After the Party, What's the Plan?" Symposium Series featuring guest speaker Earvin "Magic" Johnson on Friday, February 2, 2007 from 10:00 am to 1:00 pm in the Lou Rawls Center for the Performing Arts.** Magic will be joined by a panel of local entrepreneurs in sports, fashion, marketing, publishing, and politics to discuss the significance of pursuing higher education and professional empowerment among a diverse audience of Black business leaders and local university students.

Though Magic Johnson is one of the most illustrious professional basketball players of all time, he managed to reinvent himself as a prosperous entrepreneur. He prides himself in developing revenue-generating businesses in underserved communities, thus providing desperately needed jobs to urban America. As Chairman and CEO of Johnson Development Corporation (JDC), he has revitalized inner city communities by providing quality entertainment services, such as the Magic Johnson Theaters, and partnered with Burger King Corporation in a multi-year agreement as a franchise of 30 restaurants. As Founder and Chairman of the Magic Johnson Foundation (MJF), he addressed the critical needs of inner-city youth by facilitating the Magic Johnson Foundation Taylor Michaels Scholarship Program that provides college scholarships, mentoring and internships. He has sent over 225 students to colleges across the country through this program, and many of them have gone on to begin careers with some of the companies that assisted in sponsoring their education. In September 2005, Magic fostered a working relationship with Florida Memorial University by raising nearly \$100,000 for student scholarship initiatives while serving as the keynote speaker for the school's 11<sup>th</sup> Annual Appreciation Dinner. During this event, he also received an honorary Doctor of Humane Letters degree from the institution. Dr. Karl S. Wright, President of Florida Memorial University, lends kudos to Magic for his efforts. "Magic is one of the most dedicated advocates for higher education and entrepreneurship in America. My administration, faculty, staff and I are all thrilled about his visit to campus and look forward to establishing a continued relationship."

Doors at the Lou Rawls Center will open at 9:00 am. **Admission is FREE for the first 200 Florida Memorial students who arrive with valid ID at the door. After that, additional Florida Memorial students with valid ID will only be charged \$5.00 to participate in the symposium.** The event is also open to the public for an admission fee of \$20.00. Students who do not attend Florida Memorial University and have valid ID will be charged \$10.00. However, a \$5.00 discount

is available to all individuals who bring a receipt from a Burger King restaurant owned by Magic Johnson to the door. For more information, please call Mr. Vernon Martin, Director of Student Activities at (305) 626-3714.

*Located in the City of Miami Gardens, Florida Memorial University is a private, historically Black institution offering 41 undergraduate degree programs and 4 graduate degree programs to a culturally diverse student body. Since its inception in 1879, the university has upheld a commitment to providing a solid foundation for thousands of young people and opening doors to educational opportunities that may have otherwise been closed to them. As South Florida's ONLY Black university, it is widely recognized for being the birthplace of the Negro National Anthem, "Lift Ev'ry Voice and Sing." For more information, please contact the Office of Public Affairs at (305) 626-3624.*

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