

## **Alpha Phi Alpha Fraternity Celebrates its 50<sup>th</sup> Year in Rockland County, NY on Dec 3, 2011 with an “Investing In The Lives Of Young Men” Reception and Concert**

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[New City, NY] Alpha Phi Alpha Fraternity celebrated the 50<sup>th</sup> Anniversary of its chartering in Rockland County on October 17, 2011. Eta Chi Lambda Chapter has been providing scholarships annually in Rockland County since 1963 – little more than a year after its chartering.

**Investing In The Lives Of Young Men** For 49 years, proceeds from events, corporate sponsorships, and individual donations from brothers have been our funding sources for scholarships. Since 2003, Alpha Phi Alpha increased its scholarship grants to \$7,500 each year divided among three deserving college bound high school graduates – specifically African-American males.

Going into our next 50 years, the Brothers of Alpha Phi Alpha in Rockland County, and the Board of Directors of the non-profit foundation Eta Chi Lambda Community Service Fund, Inc. are intent on creating an endowment fund to perpetuate and increase the value of scholarship grants to African American males going to college.

**50<sup>TH</sup> Anniversary Gala Concert & Reception** Alpha Phi Alpha invites all supporters of scholarship giving to join us on December 3, 2011, as we host a reception, concert, and dance party for 400 guests at the Paramount Country Club, in New City, NY. The fundraising event, formally launching its 50 Year Scholarship Endowment Campaign, starts at 7:00 p.m. with a *Gala Reception*, continues with a *Friends of Alpha Concert* at 9:00 p.m. featuring Broadway (Maya Days from “AIDA” and LaChanze from “The Color Purple”) and classic chart-topping R&B recording artists (Alicia Myers and The Ladies of Skyy), and caps off with a *Dance Party* featuring one of New York’s hottest DJs (Tommie Allen).

**About Alpha Phi Alpha Fraternity, Inc.** Founded on December 4, 1906 at Cornell University in Ithaca, New York, Alpha Phi Alpha Fraternity, Inc. has continued to supply voice and vision to the struggle of African Americans and people of color around the world. The Fraternity has long stood at the forefront of the African-American community's fight for civil rights, through Alpha men such as Martin Luther King Jr., Adam Clayton Powell, Thurgood Marshall, Andrew Young, Retired Senator Edward Brooke and Cornel West. The fraternity through its college and alumni chapters serves the community through nearly a thousand chapters in the United States, Europe and the Caribbean. For more information visit; <http://alpha-phi-alpha.com>.

**About Eta Chi Lambda Chapter** Eta Chi Lambda Chapter, the Rockland County Alumni Chapter of Alpha Phi Alpha Fraternity, Inc. was chartered here in November of 1961. Eta Chi Lambda Chapter began immediately to implement programs in Rockland that were sponsored by the national fraternity, notably the “Go to High School, Go to College” program. In 1963 we initiated our education program to celebrate the anniversary of the May 17, 1954 United States Supreme Court ban on racial segregation in public schools, and every year since then Eta Chi Lambda has awarded scholarships to students graduating from Rockland County high schools. For more information visit; <http://rocklandalphas.com>.

Annually, Eta Chi Lambda Chapter conducts programs that include a young males mentorship academy, the “Leonard Harper - Christopher Scudder Oratorical Contest”, and a Women's History Month Reception & Spelman College Jazz Ensemble concert. The chapter conducts national Alpha Phi Alpha community service programs including Project Alpha™ - teen pregnancy education and youth mentorship, Go To High School - Go To College™, the March of Dimes - Walk For Babies, and a Voteless People is a Hopeless People™.

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