



****MEDIA ALERT****

**THE APARECIO FOUNDATION ANNOUNCES SMART IS SEXY CAMPAIGN
WITH KICK-OFF CELEBRATION**

Non-profit organization launches fresh public education message with private film screening by Emmy® award-winning film maker and fashion exhibition

****All event proceeds to benefit The Apareció Foundation, a registered 501(c)(3) organization****

- WHO:** Chicago's non-profit, The Apareció Foundation, unveils launch of Smart is Sexy campaign, a public education message designed to empower young people concerning negative stereotypes that suppress student achievement.
- WHAT:** A kick-off celebration featuring a private screening of "I Know a Woman Like That" by Emmy® Award-Winning filmmaker, Elaine Madsen, and fashion exhibition by Hasana Inc.
- WHERE:** Columbia College Film Row Cinema, 1104 S. Wabash Ave., Chicago, IL 60605
- WHEN:** Friday, June 24, 2011
6:00 p.m. | Private reception with filmmaker
6:30 p.m. | Introduction and film screening/ Q&A with filmmaker
8:30 p.m. | Meet & greet with filmmaker/ fashion exhibition
- TICKETS:** Tickets can be purchased by visiting www.apareciofoundation.org. Ticket options include:
- \$55** | Private reception with filmmaker, introduction and film screening, meet & greet/ fashion exhibition
 - \$45** | Introduction and film screening, meet & greet/ fashion exhibition
 - \$25** | Meet & greet/ fashion exhibition
- CONTACT:** For press inquiries please contact Jessica George | Aparecio Foundation | (312) 957-6094
Jessica.George@apareciofoundation.org. For more details, please visit:
www.apareciofoundation.org.

About The Apareció Foundation: The Aparecio Foundation is a nonprofit organization that was designed as an economic development strategy to lift women out of poverty and as a community development approach to build the leadership capacity of low-income women. The Foundation is unique in that it is a grassroots-based collaborative providing access for low-income women to higher education.

More details can be found at <http://www.apareciofoundation.org> or by calling (312) 957-6094.