

FOR IMMEDIATE RELEASE
June 11, 2010

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**** MEDIA ADVISORY ****

ATTN: Assignment Editors, Reporters, Calendar Editors

**Greater Raleigh Convention and Visitors Bureau Hosts
Wake Multicultural Business Forum**

RALEIGH -- Mark your calendar for Wednesday, June 16 from 9:00 am – 11:00 am as the Greater Raleigh Convention and Visitors Bureau (GRCVB) hosts Wake County's business community for discussions on how to increase multicultural visitor and convention business to the area and how to enhance the experience of multicultural groups visiting later this year. Representatives from every business in Wake County are invited to attend, participate and learn more.

Multicultural groups visiting this year include:

- A.M.E. Zion Church (3,500 attendees)
- Omega Psi Phi Fraternity Inc. (10,000 attendees)
- Inaugural Triangle Black Pride 2010 (200 attendees)
- Association for the Study of African American Life and History (500 attendees)
- American Association for Affirmative Action (200 attendees)

These groups will be looking to do business with you, now or in the future! Whether you are already in the business of hospitality and visitor services (ex., hotels, restaurants, shops, taxis) or provide other services (ex., bakers, barbers, DJs, florists, nightclub operators, sign-makers and anything in between), you have the opportunity to be positively impacted by these and other arriving groups.

There is no cost to attend the event.

WHAT: Wake Multicultural Business Forum

WHEN: Wednesday, June 16
9:00 a.m. – 11:00 a.m.

WHERE: RBC Center, 1400 Edwards Mill Rd., Raleigh 27607

WHO: Wake County Business Community

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