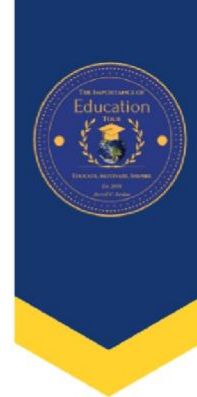


THE Importance of Education Tour

EDUCATE, MOTIVATE, INSPIRE



The Importance of Education Tour State of Alabama | Winter 2018

FOR IMMEDIATE RELEASE

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JARRELL JORDAN & THE IMPORTANCE OF EDUCATION INITIATIVE TO HOST THE “IMPORTANCE OF EDUCATION TOUR” IN THE STATE OF ALABAMA

Birmingham, AL – (December 9, 2018)- Morehouse Student and former White House HBCU Ambassador Jarrell V. Jordan is kicking off “The Importance of Education Tour” in partnership with Birmingham City Schools to inform elementary, middle and high school students about the important role that education plays in life success, and to give them a feel for the culture of Historically Black Colleges and Universities. The theme of the tour is “Choosing Education Over Crime” with an emphasis on Anti-Bullying. During the tour, which will stop at both schools in Birmingham, Mr. Jordan and Education Ambassadors will also speak about their personal experience in school, making the right choices in life, share scholarship information, give college tips, provide guidance on the college application, financial aid processes from the Department of Education and the United Negro College Fund.

This is the third year that the Importance of Education Tour is hosted in the State of Alabama. The Importance of Education Tour has expanded and this Winter, the tour will be hosted in six states including Alabama, Georgia, Illinois, Mississippi, New York and Texas.

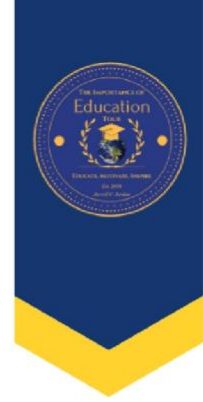
Mr. Jordan has partnered with college students from several different schools and former students who attended Birmingham City Schools to have a greater impact on the students in Birmingham. These students are some of the brightest and they are like-minded peers who also share his education focus. Collectively, this group will be able to share their stories with thousands of students in Alabama, with the goal of exerting positive influence and motivation to the students that they reach.

Mr. Jordan is currently in his senior year at Morehouse College, majoring in political science with a minor in religion. He was selected as an Ambassador for the White House HBCU Initiative in August of 2016 and was one of 73 Ambassadors representing over 63 Historically Black Colleges and Universities. Mr. Jordan currently serves as the President & Founder of the Importance of Education Initiative and was a 2015 Bill Gates Scholarship Recipient.

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On Monday, December 9, 2018 the Importance of Education Tour will make its first stop at Avondale Elementary School partnering with 95.7 Jamz and Judge Kechia Davis. On the tour, we will have special guest speakers including officers from the Birmingham Police Department Community Engagement Division, Jefferson County District Attorney Danny Carr, Deputy District Attorney Darius Crayton, Judge Kechia Davis, Assistant United States Attorney Michael Royster, Councilwoman Wardrine Alexander, Myeisha Hutchinson in the Office of Congresswoman Terri Sewell and Kris Campbell from Summit Media Group.

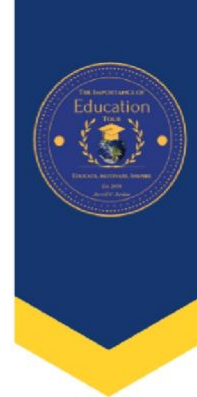
Students speakers during this tour include Collin Washington (Morehouse), Elyse London (Spelman), Ethan Harris (Morehouse), Genesis Smith (Alabama State University), George French (Morehouse), Jarrell Jordan (Morehouse), Jaylen King (Samford University), Justin Bryant (Alabama State University), R Jordan Davis (Morehouse), Reginald Williams (Lawson State), Rosevelt Morris (Morehouse), Ryan Brazier (Morehouse), Stanley Louis (Alabama State University), Trey Hawkins (Howard) and Trey Morton (Former BCS Student).

The Importance of Education Initiative Team will meet with Secretary of State John Merrill, Birmingham Police Chief Patrick Smith, Birmingham City Schools Superintendent Lisa Herring, Councilwoman Wardrine Alexander, Casi Ferguson- UNCF Birmingham, Congresswoman Terri Sewell Staff, and tour the National Memorial for Peace and Justice.

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State of Alabama Tour Schedule: December 2018

Date:	Location:	Time:	Detail:
Monday December 10, 2018	Avondale Elementary School	9:30 AM	School
Tuesday December 11, 2018	Cornerstone Middle & High School	9:00 AM	School
	Bush K-8 School	11:00 AM	School
Wednesday December 12, 2018	Jones Valley Middle School	09:30 AM	School
	The Renaissance Academy Prep School	11:00 AM	School
	Jackson-Olin High School	1:00 PM	School
Thursday December 13, 2018	Putnam Middle School	9:00 AM	School
	Ossie-Ware Mitchell Middle School	11:30 AM	School
	Sun Valley Elementary School	1:30 PM	School
Friday December 14, 2018	Oxmoor Valley School	9:00 AM	School
	Hudson K-8 School	11:00 AM	School
	Woodlawn High School	2:00 PM	School
Sunday December 16, 2018	First Baptist Kingston	11:00 AM	Church
Monday December 17, 2018	Barrett Elementary School	9:00 AM	School
	Arrington Middle School	11:00 AM	School
	Smith Middle School	2:00 PM	School