



Change what they see. Influence how they think. Impact what they do!

For Immediate Release

Contact: Hope Allen- 646-812-1557

Newark Teen Boys Receive Inspiring Change in Personal Image

Groundbreaking Teen Program Inspires Young Men to Improve and Value Their Personal Image

New York, NY– April 20, 2008- Author and Image Authority, Alex Ellis advances to Newark with eleven-city tour **Tied to Greatness**; an image program designed to empower young men to make quality decisions regarding their personal image from the inside out. Since the tour launch, over 3000 teens have been captivated with a fresh vision of healthy image using the power of positive male role models, inspiring entertainment, and principle based instruction. An additional 2500 teens are expected in upcoming cities, including the next stop in **Friday, May 2nd** at **Malcolm X Shabazz High School- 80 Johnson Ave, Newark, NJ (9:00am)** . The event will host 500 boys as well as several hundred celebrity and volunteer male role models.

The day's event will explode with John Legend's Vaudevillian group, "**The James Gang**" performing "*Huff with Us*" precluding **Tied to Greatness** Founder, Ellis delivering a stirring address using principles from his award-winning book, ***Restoring the Male Image: A Look from the Inside Out***. A multi-media presentation "*Gallery of Greatness*" will be displayed depicting the power of image in our society. As well, Oprah's Scholarship recipient and Spoken Word poet, **Messiah** will express a powerful piece in the language of his youthful audience. In addition, the movement has garnered the confirmation of several influential men who will assemble to share insight and personal testimonies on "Image & Greatness" such as Actor, **Lamman Rucker**; Award-winning artist **Tye Tribbett**; Johnson & Johnson VP, **Brad Neilley**; Houghton Mifflin VP, **Byron Ward**; National Black MBAs President (New Jersey Chapter), **Kevin B. McMillan** and many more joined by a mass of city male role models actively demonstrating their responsibility for this generation.

The highlight of the event will be a momentous tie-tying ceremony. Each man will bring a new tie and personally teach a teen how to tie the necktie; commemorating the rite of passage with a symbol of their manhood. Retailers **Lord & Taylor** and **Macy's NYC** will sponsor fashionable ties for each teen through the strategic donation support of **The Black Retail Action Group (BRAG)**. As well, menswear manufacturer **Harry Bachrach Inc.** will lend generous support with additional fine neckwear. Mentoring partner **Big Brothers Big Sisters**, will also be on hand to offer further long-term opportunities for mentoring commitment. The attending teens will also receive a sponsored copy of Ellis' book.

Several years of mentoring, speaking, and image coaching have inspired Ellis to cultivate the birth of this initiative. *"The character and integrity of a man should coincide with an impeccable outward appearance. We are calling our men to sense the weight of responsibility and urgency for our nation's young boys. If we don't teach them, they'll be left to the misleading and often destructive influences of our society"* states Ellis. *"We can't afford to sit by and watch another generation deteriorate. Mediocrity is not an option. Their greatness must be realized!"*

To find out how you may be involved in **Tied to Greatness** or for media opportunities, please reach Hope Allen at livinghopeproductions@gmail.com and visit www.tiedtogreatness.com

###