

Delta Sigma Theta Sorority, Incorporated

A Public Service Sorority Founded in 1913

1707 New Hampshire Avenue N.W. ▲ Washington, DC 20009 ▲ (202) 986-2400 ▲ Telefax (202) 986-2513

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CONTACT:

Ashley Chaney, (202) 986-2400, ext.384
achaney@deltasigmatheta.org

Delta Sigma Theta Sorority Announces Support of DreamWorks' "The Help" *Public Service Sorority Supports Film through National Arts Initiative*

WASHINGTON, D.C.—Cynthia M. A. Butler-McIntyre, National President of Delta Sigma Theta Sorority, Inc., the single largest African-American women's organization in the country, announced the organization's support of DreamWorks Studios' upcoming film, "The Help."

In celebration of this historic film, which sheds light on the experiences of black maids in 1960s Mississippi and an aspiring white writer who wants to help tell their story, the Sorority has adopted "The Help" as its fourth Delta Red Carpet feature film under its **Project ART: Actively Redefining Together** initiative.

Project ART, an initiative spear-headed by the organization's National Commission on Arts and Letters, has a primary focus of working with the Sorority's membership and potential stakeholders to redefine images of the African-American community in all forms of artistic media. Through **Project ART**, members support positive forms of entertainment—music, film, radio, television, visual and literary arts—while expressing concern for those art forms that promote harmful messages and negative stereotypes.

"I am excited to announce 'The Help' as the latest Delta Red Carpet feature film," said Butler-McIntyre. "It is a story that is painfully honest, yet incredibly uplifting and inspiring. It is a testament to the lives of so many African-American women and offers a realistic depiction of what can happen—good and bad—when you make the decision to stand up and speak out. The film also offers a snapshot of the harsh reality of race relations in America while also addressing the unspoken power and beauty of relationships among all women, regardless of race."

"The Help," in theaters Aug. 10, features three members of Delta Sigma Theta Sorority—Cicely Tyson, Aunjanue Ellis and Flo Roach. Other Delta Red Carpet feature films include: Bishop T.D. Jakes' "Not Easily Broken," "The Providence Effect," and Disney's "The Princess and The Frog."

"The Help' is a great addition to our roster of Delta Red Carpet feature films," said Butler-McIntyre. "I am excited that members of Delta Sigma Theta around the globe will come together to support this phenomenal film through chapter Delta Red Carpet events and by encouraging friends and family members to experience this awesome story."

Butler-McIntyre invites fellow members of the National Pan-Hellenic Council, consisting of the nine historically African-American Greek-letter organizations, as well as all civic organizations to join the Sorority in supporting the film "The Help."

For more information on Delta Sigma Theta Sorority, Inc., visit www.deltasigmatheta.org.

Delta Sigma Theta Sorority, Inc. was founded in 1913 on the campus of Howard University to promote academic excellence; to provide scholarships; to provide support to the underserved; to educate and stimulate participation in the establishment of positive public policy; and to highlight issues and provide solutions for problems in communities. Today, Delta Sigma Theta Sorority has more than 250,000 members and nearly 1,000 chapters worldwide. The Sorority uses its Five-Point Programmatic Thrust of economic development, educational development, international awareness and involvement, physical and mental health, and political awareness and involvement to create its national programs.

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