



Zeta Phi Beta Sorority, Inc.
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Sheryl P. Underwood
INTERNATIONAL GRAND BASILEUS

Established 1920

Zeta Phi Beta Kicks Off the New Year With Several Activities Including Honoring Their Founders, Celebrating Martin Luther King, Jr. Day and Support For The White House National Day of Service Initiative

Washington, DC –

Martin Luther King, Jr. National Memorial

In recognition of the founding of Zeta Phi Beta Sorority in 1920, International President Sheryl P. Underwood announces the donation of \$19,200 to support the completion of the Martin Luther King Jr. National Memorial on the National Mall in Washington, DC. The contribution was approved by the National Board of Directors of Zeta Phi Beta and presented during the organization's winter Board meeting held recently in California. The donation is part of Zeta Phi Beta's on-going commitment to enhancing the lives of people all across the country and building unifying bridges between people of various backgrounds. The Martin Luther King Jr. National Memorial is being constructed to commemorate the life and work of Dr. Martin Luther King, Jr., a civil-rights icon and cultural leader whose contributions to world peace, through non-violent social change, have been forever recorded in history. According to Underwood, "The sacrifices made by Dr. King and others continue to clear the path toward freedom that allows us to dream and to live a purposeful life, serving man and woman-kind in meaningful ways."

Celebrating the Zeta Phi Beta Sorority Founders

The contribution to the memorial coincides with **Zeta Phi Beta's Founders Day** celebration. On January 16, Zetas world-wide will honor the founders of the organization, five strong, principled coeds who, in 1920, formed a worthy foundation upon which the Sorority was based. The Founders saw Zeta as more than an organization—they saw it as a movement, building it upon founding principles of Service, Scholarship, Sisterly Love and Finer Womanhood. These principles have sustained and encouraged Zetas around the world to hold fast to the ideals initiated and developed by its earliest members.

The national and international appeal and significance of the sorority continues today. Underwood affirms that “Zeta Phi Beta is still living the 91 year dream. Zeta Phi Beta Sorority is positively impacting communities world-wide, so it is only fitting that we would celebrate our Founders and honor the work of Dr. Martin Luther King, Jr. We must do our part to ensure that generations to come, know of the legacy and contributions of Dr. Martin Luther King, Jr. This memorial will do just that. We are honored to make this donation to the monument as a memorial to our own Founders.”

Zeta is indeed living the dream - a dream, much akin to the dream of the Rev. Dr. Martin Luther King, Jr.

International President Keynotes Founders Celebration in California

On Saturday, January 15, the Bay Area (California) Sigma Zeta Council of Zeta Phi Beta Sorority will host a Founders Day luncheon honoring the five founding members of Zeta Phi Beta Sorority. International President Sheryl P. Underwood will be the keynote speaker for the occasion. The theme for the event is “To Whom Much is Given – Much is Required.”

Kingdom Day Parade in Los Angeles

On the following Monday, January 17, the federally recognized Martin Luther King Day, International President Underwood will participate in the **Kingdom Day Parade** in Los Angeles. This annual event, held to commemorate the civil-rights leader, features a full-scale parade complete with floats, celebrities, marching bands and dance teams. The parade begins at 11 am at Martin Luther King Blvd and Western Ave, traveling west on Martin Luther King Jr. Blvd to Crenshaw Blvd, south on Crenshaw Blvd to Vernon Ave with a festival at Leimert Park. The parade will air on KABC Channel 7.

National Day of Service and Prayer

After the Kingdom Day Parade Underwood will participate in the **KJLH Community Service Day** in the afternoon as part of the sorority’s commitment to the White House National Day of Service initiative. Because of the recent shooting in Tuscon, Arizona, President Underwood is also encouraging everyone to use this time to pray for the shooting victims and their families, as well as to pray for healing and the creation of an environment of civility in our nation.

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About Zeta Phi Beta Sorority, Incorporated: Founded in 1920, Zeta Phi Beta Sorority was established for the purposes of promoting the cause of education by encouraging the highest standards of scholarship through scientific, literary, cultural and educational programs; promoting charitable projects on college campuses and within the community; fostering the spirit of sisterly love, and promoting the idea of Finer Womanhood.