



## NEWS RELEASE

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# Delta Sigma Theta Announces Support of Disney Pictures' The Princess and The Frog

## Public Service Sorority Celebrates Disney's First African American Princess

(PHILADELPHIA, PA – December 4, 2009) – On Saturday, December 12<sup>th</sup>, the Philadelphia Alumnae Chapter of Delta Sigma Theta Sorority will host a **10 a.m. private showing** of Disney's "**The Princess and The Frog**" at **THE BRIDGE: Cinema de Lux, 40<sup>th</sup> & Walnut Streets**, Philadelphia, PA 19104. Seating will begin at 9:30 a.m. Proceeds from the attendees' tickets will benefit "Celebration Books" the chapter's Adopt-a-School project to replenish the books in the library of the Jay Cooke Elementary School in the city's Logan section.

The red carpet event is open to the public and theater-goers are asked to wear their favorite princess or prince outfit as they witness this magical film featuring the first African American Disney princess. For ticket information please call 215-842-0372. "We are excited about this film because this is a new addition to the fairy tale classics," says Philadelphia Alumnae President Victoria Mosley-Rivers, "and for the first time girls of all ages will dream in color and see a princess that reflects the diversity of beauty." In their journey together the Prince Naveen and Princess Tiana learn the timeless lesson that what they want is not as important as what they need.

Set in New Orleans during the 1920's jazz age, *The Princess and The Frog* is voiced by stars Anika Noni Rose (*Dreamgirls*) Bruno Campos, Jenifer Lewis (*Not Easily Broken*), Oprah Winfrey and Terrance Howard. Produced by Walt Disney Animated Classics and loosely based on E.D. Baker's novel *The Frog Princess* and the Grimm Brothers' *The Frog Prince*, the viewing is one of many opening-weekend events hosted by chapters of Delta Sigma Theta Sorority, Inc. around the country to support the Project ART (Actively Redefining Together) initiative. Project ART is a major program of the sorority's National Commission on Arts and Letters that endorses, nurtures and uplifts positive images of African American experiences in all forms of entertainment and media.

Positive word-of-mouth, most notably from African American mothers, pushed a wide array of the film's promotional merchandise to be released ahead of its November 2009 intended release – including sold-out Princess Tiana Halloween costumes and Tiana-themed hair care products by Carol's Daughter, which sold out in seven hours. Other merchandise includes a cookbook, activity workbooks and princess play gowns. "We will send a clear message to Disney – and the entire film industry – that members of Delta Sigma Theta Sorority, Inc. nationwide approve the significance and scope of creating a lead African American character. And we are also proactive consumers in supporting uplifting images for our impressionable youth," says C. Gloria Akers, Philadelphia project coordinator and member of the National Commission on Arts and Letters. Ticket stubs from this and other viewings will be sent to Walt Disney Animated Classics to provide objective evidence of Delta Sigma Theta's support of the film.

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Delta Sigma Theta Sorority, Incorporated is an international public service organization. With more than 250,000 members, the sorority is the largest African-American women's organization in the world. The membership is dedicated to implementing programs based on five points – economic development, educational development, international awareness and involvement, physical and mental health, political awareness and involvement.