

PRESS RELEASE



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FOR IMMEDIATE RELEASE

The Soul Pitt's First Annual "Soul Day" to be Held at the Kingsley Center on Nov. 17th.

Pittsburgh, PA -- Donna Michele Baxter, Founder & Web Mistress of The Soul Pitt, who has made major contributions to Pittsburgh's Soulful community, **has created *Soul Day* to give Pittsburgh's residents an experience to further learn about Pittsburgh's multi-cultural community.** Ms. Baxter received a proclamation from Pittsburgh City Council on November 17, 2006 officially declaring November 17th *Soul Day* in Pittsburgh.

Hosted by J.J. Stone (Former popular WAMO night host from the 1990s) with music provided by DJ Assassin, **The Kingsley Center will be transformed into a Soulful indoor market and entertainment space!** Attendees will be greeted by Soulful 70's dressed models as they hand you one of our "Soul Bags" and lead guests inside to experience a Soulful Good time for the entire family! *Soul Day* will showcase Soulful performers (poets, rappers, singers, musicians, and more) Soul Line dance lessons, food and merchandise vendors coming from as far as Cincinnati OH. - **FREE Admission for all!**

This first annual *Soul Day* is an excellent opportunity for all Pittsburghers to experience and understand the rich diversity of our city and to recognize and celebrate the practices and heritage of the **many ethnic groups who contribute so much to this area.** *Soul Day* also provides a way for the public to meet "offline" the many businesses, advertisers and visitors who already network online on Pittsburgh's minority community web site TheSoulPitt.com – nationally voted 2007 best community web site in the east USA. The site receives well over 450,000 views per month with a 25-54 African-American demo.

Baxter says, *"In light of all the negativity and recent racial incidents, Soul Day will be a positive and we invite all people to support Pittsburgh's minority community who has and will always make great contributions to this city. Those wanting to expose their products or services to a diverse audience should partake in Soul Day as a vendor, performer or sponsor."*

For more information or to schedule an interview, please call Kirsten Womack at 412-904-1630 or email kirsten@thesoulpitt.com. The official *Soul Day* web site can be found at www.thesoulpitt.com/soulday. A *Soul Day* digital press release and official logo can be found at www.thesoulpitt.com/SoulDay07_DigitalPR.html

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