



FOR IMMEDIATE RELEASE

**CONTACT:**

**Marinda Melonson**, Project Manager, 206.622.7101  
marinda@mavinfoundation.org;

**Samantha Burdman**, Development Manager  
206.622.7101 samantha@mavinfoundation.org

5 January 2005

## **SPONSORSHIP OPPORTUNITIES ANNOUNCED FOR THE GENERATION MIX NATIONAL AWARENESS TOUR**

**(Seattle)** Sponsorship opportunities are now available for companies and organizations that wish to support Generation MIX, the MAVIN Foundation's innovative mixed race National Awareness Tour. **Sponsorship levels range from \$25,000 Title Sponsors to \$2,500 General Sponsors.**

This spring, five mixed race teens and 20-somethings will travel 8,000 miles across the United States in a 26-foot RV, stopping at 16 community centers and college campuses from Seattle to Boston to raise awareness of the nation's multiracial baby boom. Their efforts will jumpstart a national dialogue about how mixed race youth are redefining diversity and changing the face of America.

**Each Tour pit stop will include seven family-friendly activity stations** focused on the areas of Health, Children and Families, Student Activities, Creating Community, Conversation, and Local and National Resources. The pit stop will conclude with an exciting keynote presentation by the Tour's young participants.

**Organizers expect an actual audience of 220,000 with an extended audience of over 100 million.** The Tour includes 11 of the top 15 DMA markets. Sponsorship benefits include logo recognition on the Tour vehicle, website, posters, banners and programs, as well as national television, radio and newspaper promotion, onsite promotional booths, and VIP participation in press conferences, events and activities. **Deadline for sponsors is February 21, 2005.**

**A Generation MIX National Awareness Tour sponsorship is a unique opportunity to reach a young, diverse and rapidly growing demographic.** Parties interested in exploring sponsorship opportunities to support this innovative, exciting and high-profile project should contact Samantha Burdman at 206 622 7101 or email [samantha@mavinfoundation.org](mailto:samantha@mavinfoundation.org).

The Generation MIX National Awareness Tour is a project of MAVIN Foundation, the nation's leading organization that celebrates and advocates for mixed race people and families. Since 1998, MAVIN's award-winning projects like MAVIN magazine and the MatchMaker Bone Marrow Project have raised awareness of this rapidly growing population. For more information, visit [www.mavinfoundation.org](http://www.mavinfoundation.org) or [www.generationmix.org](http://www.generationmix.org).



**Generation MIX is a MAVIN Foundation project**