



FOR IMMEDIATE RELEASE

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**PRESS CONFERENCE AND ACTIVITIES FAIR KICK OFF
GENERATION MIX NATIONAL AWARENESS TOUR**

(Seattle) After over one year of planning, the **Generation MIX National Awareness Tour** officially launches on Monday! On April 4th, the five crew members will turn the ignition of their colorfully emblazoned RV to initiate an 8,000 mile journey throughout the country to raise awareness of America's multiracial baby boom. **The kick-off, held at the University of Washington, will include a press conference, activities fair and keynote presentation.**

The programming begins with the **press conference at 11:00am in Communications Bldg. Rm 126.** All five crew members, a representative from the UW's mixed heritage student group, and MAVIN Foundation's Founder/President President, Matt Kelley, will be available for media questions. An **activities fair in Mary Gates Commons** will follow the press conference from 12:00 to 4:00 pm. The fair will offer attendees seven activity stations, led by Tour crew members and volunteers. Each station will help individuals and families learn about the multiracial experience through interactive games, reading material, resource lists, activities and conversation. In addition, the Health Station will include a **bone marrow drive.**

**GENERATION MIX TOUR
KICK OFF EVENT!**

11:00 am

Press Conference

UW - Communications Rm
126

12:00 pm - 4:00 pm

Activities Fair

UW - Mary Gates Commons

6:00 pm - 7:30 pm

Keynote Presentation

UW - Kane Hall Rm 110

Following the activities fair, participants can conclude their one-day multiracial experience crash course via an engaging presentation by the Tour crew members. **A 90-minute keynote stage performance** will allow the crew to share their personal stories of growing up "mixed" in our race conscious society. Through deeply personal, emotional and humorous accounts, the audience will get a snapshot into the diversity of multiracial experiences. Each presentation will be followed by audience Q&A. As kick-off activities conclude at 7:30 pm, the crew will head down to Portland: Stop two of 16! **During all**



Generation MIX is a MAVIN Foundation project

the events, the 26-foot RV, colorfully emblazoned with the Generation MIX logo and slogans, will be parked nearby.

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 or www.generationmix.org.