



NEWS FLASH

FOR IMMEDIATE RELEASE

June 20, 2011

Contact: **NORM BOND**
215-796-0206
norm@normbond.com

TIM GREENE
213-399-0600
timgreene2005@yahoo.com

OIC of America Announces Delaware Launch of \$100 Million Grassroots Movement

Canaan Baptist Church to Spearhead Statewide Entrepreneurial Mindset Initiative

New Castle, DE -- OIC of America, Inc. (OICA) continues its commitment to the growth and success of the Entrepreneurial Mindset Initiative by expanding the national effort into Delaware. The focused Initiative is designed to encourage more African Americans to “think like” and ultimately become entrepreneurs and self-employed. Canaan Baptist Church of New Castle, Delaware, under the leadership of Reverend Dr. Christopher Alan Bullock is taking a leading role in guiding the historic effort into the first state. The leaders of the effort expect to reach one million people in the years to come and create the first \$100 million endowment specifically designed to perpetually fund increased entrepreneurship within the African American community.

Through a strategic alliance with Worldwide Virtual Academy, Inc., OICA also announces the formation of its OIC Entrepreneurial Virtual Academy (EVA). EVA is designed to provide state-of-the-art instruction to grassroots individuals seeking to become entrepreneurs.

Art Taylor, Chairman of OIC of America stated, *“This bold and collective action will address one of our lingering challenges. By focusing the minds of African Americans on the importance of entrepreneurship, our future will see wealth and social mobility far beyond what any social program or legislation could produce.”*

Reverend Dr. Alan Bullock added, *“The devastating socio-economic challenges we face in America requires a new approach to an old problem. How can we lift up the downtrodden? The OIC-EMI initiative is the way out of Black poverty and the way up for future Black businesses. The new Sullivan Principle.”*

Recognizing the need to directly combat rapidly increasing unemployment among African Americans, epidemic levels of youth unemployment, and an alarming incarceration and recidivism rate, the Entrepreneurial Mindset Initiative brings renewed hope to the Delaware community and the nation.

- more -



Following the “grassroots approach” pioneered by Reverend Dr. Leon Sullivan, the Initiative will be funded in perpetuity by a \$100 million endowment, raised in two parts. The first \$10 million will come directly from the grassroots community nationwide through “OIC-10”. In keeping with 21st century technological advances, individuals can make their \$10 donation to OIC-10 by texting the keyword “OIC” to “41010” from their mobile phone.

OIC-10 will turn one million, one time, ten-dollar contributions into the initial \$10 million of capital required for the program side of the Entrepreneurial Mindset Initiative. The remaining \$90 million required for the full endowment will come through “challenge grants” secured from targeted foundations, corporations and individuals interested in addressing some of today’s most vexing socio-economic challenges and those most impacted by the ongoing economic crisis. The African American community has been particularly impacted by the economic downturn.

According to the most recent data from the U.S. Department of Labor “few blacks are self-employed --- only 3.8 percent reported being self-employed in 2010---making them about half as likely to be self-employed as whites (7.4 percent). In addition, the average unemployment rate for blacks in 2010 was 16.0 percent, compared to 8.7 percent for whites and 12.5 percent for Hispanics. Historically, blacks have persistently higher unemployment rates than the other major racial and ethnic groups and the recent recession and recovery period has largely reflected this pattern.”

OIC of America has trained over two million people nationwide for employment since its origin in 1964. OICA’s visionary founder, the late Reverend Leon H. Sullivan, was a force in African American entrepreneurship and “self help” efforts. In 1968 he started Progress Plaza. The Philadelphia shopping center was the first Black owned enterprise of its kind in America.

For more information go to the OIC of America website at www.oicofamerica.org

About OIC of America

Founded in 1964 by the late Reverend Dr. Leon Howard Sullivan, OIC of America, Inc. (OICA) is a national non-profit network of employment and training programs bound together by a common commitment, to help the disadvantaged realize their true potential. With forty-four (44) affiliated programs in twenty-two (22) states and the District of Columbia, OIC has grown into a movement, which has served over two (2) million disadvantaged and under-skilled people.

A philosophy of “self-help” and the system of developing the “whole person” enables individuals to become self-sufficient, productive workers. OICA prepares people for today’s workforce with quality life skills development, fundamental education, job skills training, and employment readiness.

###