



Alpha Phi Alpha Fraternity, Inc.

First of All, Servants of All, We Shall Transcend All

Founded December 4, 1906

International Press Release

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Tied To Greatness

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ALEX ELLIS GIVES KEYNOTE ADDRESS AT 30TH ANNUAL MLK DAY CELEBRATION IN GERMANY

Alpha Phi Alpha Fraternity Partners With Tied To Greatness™ to Bring a Message of Positive Image and Empowerment to Young Men

FRANKFURT, January 15, 2010 – The Theta Theta Lambda chapter of Alpha Phi Alpha Fraternity, Inc. today announced that Alex O. Ellis, Founder of Tied To Greatness™, will be the keynote speaker for the 30th Annual MLK Day Celebration Dinner on Sunday, January 17, 2010. The event, in honor of Rev. Dr. Martin Luther King, Jr.'s birthday, will be held at the Park Inn Am Friedensplatz 1. 68165 Mannheim, Germany at 4:00 p.m.

This marks the beginning of the official 2010 Tied To Greatness Tour™ and the first time the program will be held outside of the United States. Prior to delivering the keynote speech, Ellis will conduct a Tied To Greatness program for a group of young men, showing them the power of a positive self-image and teaching them how to convey their inner and outer personalities with a strong sense of character, pride and dignity.

“It is truly a blessing that this joint venture has come to fruition. We the men of Alpha Phi Alpha believe in shaping young men to become pillars in society. To fulfill our General President Skip Mason’s platform of ‘From the High Chair to Higher Education,’ we must build a solid foundation for these young men to stand on and grow,” said Chad Owens, Project Manager for Alpha Phi Alpha Fraternity, Inc. “Our

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dear brother Dr. Martin Luther King, Jr.'s vision of equality for everyone has trail blazed the way for us as men to succeed, culminating with the first African-American male to ascend to the nation's highest office. The plight of young men also exists here in the military family; with mothers and fathers being sent to war, young men are often left to prematurely ascend into the ranks of manhood ill prepared for the joys and pains of life that they will encounter. As the old saying goes, 'it takes a village to raise a child' and it takes a man to teach a boy to be a man."

Alex Ellis, Founder of Tied To Greatness, said, "As the Tied To Greatness vision unfolds, not only are we impacting the direction and development of young men in the United States, but the program now begins its global impact. We will continue transform the self image of young men so that they are poised to fulfill their destiny. We're in this for the long haul."

Alex Ellis and the Tied To Greatness program are on track to touch the lives of more than 5,000 young men this year alone. Upcoming program dates and locations include January 21st at Louise E. Spencer Elementary School in Newark, New Jersey; January 26th at Benjamin Franklin Middle School in Teaneck, New Jersey; February 14-17 at Disney's Dreamers Academy with Steve Harvey in Orlando, Florida; and many more. For more information on Tied To Greatness, how you can participate or to make a donation, please visit www.tiedtogreatness.org.

About Alex Ellis

Alex O. Ellis is an award-winning author, motivational speaker, custom clothier, minister and mentor. He is the Founder of Tied To Greatness, Inc. and the CEO of Simply Ellis LLC, a custom clothing company. Ellis is a member of The Berkeley College Fashion Advisory Board, The Custom Tailors and Designers Association of America (CTDA), 100 Black Men of America and the National Urban League of Young Professionals (NULYP). Ellis also inspires men as chaplain for the Police and Fire Department in the city of New Brunswick, New Jersey. Ellis holds a Bachelor of Science degree from North Carolina A & T State University and a Master's degree in Theological Studies from Rutgers University.

About Tied To Greatness

Tied To Greatness™ is a 501(c)(3) Nonprofit Organization headquartered in New Jersey. Its vision is to redefine what's possible in the minds of young men of color around the world by inspiring them to connect with and bring out the greatness that is within each of them. The Tied To Greatness Tour™ is an outreach program that uses the power of positive male role models and fashion to holistically improve the self-image, character and esteem of young men of color. The Tied To Greatness Tour fosters self pride in these young men so they will recognize the power of their self-image and, ultimately, make better life choices. For more information about Tied to Greatness or to give a donation, visit the website at www.tiedtogreatness.org.

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