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NEWS RELEASE  
For immediate release

## **APPEAL Conducts Its First Financial Literacy Workshop Series** **Teaching Good Financial Management and Economic Empowerment**

(Washington, D.C.) October 3, 2013 – **APPEAL, Inc.**, a new non-profit enterprise based in Washington, DC, will conduct its first Financial Literacy workshop series starting on Saturday, October 5 with a workshop titled “*Personal Financial Management 101*”, which will provide participants with important information about the basics of good financial management. This workshop is the first in a series of six workshops on consecutive Saturdays from October 5 through November 9 at **Marvin Gaye Recreation Center in Northeast, Washington, D.C.**, from 10:30 a.m. to 12:30 p.m. on each date. (The workshop titles and dates for each session are shown below. The address is 6201 Banks Place, NE, Wash., D.C.)

APPEAL has assembled an impressive team of experienced and knowledgeable finance professionals to lead the workshops in this series. They include: **Lasana K. Mack**, former City Treasurer of Washington, DC and APPEAL’s Executive Director; **Harrine Freeman**, financial counselor and author who was honored by Black Enterprise in 2010 as one of the “Top Financial Minds” in America; **Keva Sturdevant**, financial planner, investment advisor and money manager whose experience includes positions at top investment banking firms Merrill Lynch and Morgan Stanley; **Shango Taha**, Principal at Kumase Development Group, with expertise in real estate development, small business and community economic development; **Frank Narmer John**, successful entrepreneur, founder and Principal at Washington Appraisers and Washington Investment Group; and **Malika Jackson**, licensed real estate agent and investor.

The cost for each workshop is only \$10 for non-APPEAL members and is free for APPEAL members. People are encouraged to register in advance through APPEAL’s website at [www.APPEALinc.org](http://www.APPEALinc.org), but same-day on-site registration will also be available. APPEAL is pleased to be bringing valuable financial and economic information to this community in Northeast D.C. Our plan is to bring this powerful workshop series to other communities in the D.C. metropolitan area in the future, and to make the workshops available on-line for APPEAL members located elsewhere.

APPEAL's mission is to organize and strategically utilize the vast resources of people of African descent, locally, nationally and globally, to facilitate economic empowerment and educational enrichment to produce strong, self-sufficient and prosperous communities.

One of APPEAL's important initiatives is the creation of a Credit Union, with on-line banking, to facilitate economic empowerment for people of African descent. Information about this effort and how people can join and/or contribute to APPEAL can be found on [our website](#).

**APPEAL**



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*"It's About  
Empowerment!"*

**APPEAL, Inc. Presents  
Fall Financial Fitness Challenge!**

*Featuring a workshop series to help you  
get in better financial shape!*

- **Oct. 5: Personal Financial Management 101**
- **Oct. 12: Budgeting, Saving, Investing, Retirement Planning**
- **Oct. 19: Credit Management and Improvement**
- **Oct. 26: Home Ownership**
- **Nov. 2: Small Business and Community Economic Development**
- **Nov. 9: Economic Empowerment for People of African Descent**

**When: 10:30 a.m. to 12:30 p.m. on the Saturdays shown above**

**Where: Marvin Gaye Recreation Center  
6201 Banks Place, NE, Washington, DC  
(near Capitol Heights Metro Station)**

**Workshop Fee: \$10; FREE for APPEAL Members**

**Register at the Door or On-Line: [www.APPEALinc.org](http://www.APPEALinc.org)**

**For further info: email [info@APPEALinc.org](mailto:info@APPEALinc.org) or call 800-711-7851**