

Delta Sigma Theta Sorority, Incorporated

A Public Service Sorority Founded in 1913

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September 21, 2009

Dearest Sorors,

It's that time of year again and we are busy planning programs and getting back into the swing of Delta business. Chapters across the country have embraced **Project ART: Actively Redefining Together** with open arms. As a major initiative of CAL, **Project ART** is a collective effort to support, nurture and uplift positive programming while rejecting demeaning and harmful images in all forms of entertainment and media. On behalf of the National Commission on Arts and Letters, I extend sincere and heartfelt thanks to you for your support ask that you continue to include **Project ART** programs, such as "Delta Red Carpet" and "Delta Bookmark," on your chapter's calendar of events throughout this sorority year.

Sorors, you all made me proud as you came out in large numbers to show your support of the first "Delta Red Carpet" feature film, "Not Easily Broken," based on the novel written by Bishop T. D. Jakes. Thank you for your efforts! CAL is excited to announce two additional films that Delta Sigma Theta will be supporting this year through Project ART's "Delta Red Carpet." The films are: "The Providence Effect" and Disney's "The Princess and the Frog." Our goal is to make a major impact on the opening weekend sales and to demonstrate to major motion picture companies and movie theaters Delta's strength in numbers. I am once again asking for your support by adding "Delta Red Carpet" events to your program schedule to support these films.

The producers of "The Providence Effect" sought our support after you came out in full force to see "Not Easily Broken" in January. This independently produced documentary is the story of Providence St. Mel, a catholic school in inner city Chicago. The movie chronicles Providence St. Mel's journey from being on the brink of closure to having 100 percent of its predominantly African-American graduates accepted to colleges and universities each year. This film will have a limited release in **Chicago, Washington D.C., and the New York City area on September 25**. The film will also open in **Los Angeles and the Bay Area on October 2nd** and in **Atlanta on October 30th**.

For those of you in the Washington, DC area, please join me and Dr. Paul Joseph Adams III, president of Providence St. Mel, at the "Delta Red Carpet" premiere event for "The Providence Effect." The premiere will take place on Friday, September 25 at the Landmark Theatre on E Street in Washington, DC at 7:00 p.m.

Sorors, we must work quickly to ensure that our strength in numbers is felt by the film industry on the first two opening weekend sales. Start planning your "Delta Red Carpet" activities now, show up in record numbers at your local theaters and be sure to **hold on to your ticket stubs and remit them to your local chapter president**. Please visit the film's Web site for more information at www.theprovidenceeffect.com. There you will find a list of theater sites and information on purchasing a block of tickets for your event. If your city has not been targeted for an opening weekend release, please contact the film's sales representatives to request a showing in your area.

We are also ecstatic to support Disney's "The Princess and the Frog," its first animated film featuring an African-American princess. I am doubly excited about our support of this project because the film is set in my hometown of New Orleans, LA. The national release of "The Princess and the Frog" is currently scheduled for

December 11. As dates often change in the film industry, more information will be sent upon confirmation of the release schedule.

Sorors, Delta Sigma Theta is committed to making an impact on how African-Americans are represented in all forms of the media. Your support of these projects will put **Project ART** “on the map” and make Hollywood stand up and recognize the power of our numbers and will inspire other media outlets to partner with Delta Sigma Theta and to produce projects that accurately depict our experiences. Thanks in advance for your support.

With a Servant’s Heart,

A handwritten signature in black ink that reads "Cynthia M. A. Butler-McIntyre". The signature is written in a cursive, flowing style.

Cynthia M. A. Butler-McIntyre
National President

