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## KAPPA ALPHA PSI FRATERNITY, INC.

### NEWS FROM THE GRAND CHAPTER

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#### **FOR IMMEDIATE RELEASE**

### **Kappa Alpha Psi Fraternity Undergraduates support Haiti Relief efforts through nationwide “Dining with the Kappas” Fundraiser**

PHILADELPHIA, PA (January 16, 2010) – Under the guidance of the Junior Grand Vice Polemarch, Kristerpher J. Smith, January 27, 2010 is designated as the nationwide “Dining with the Kappas” day where Undergraduate chapters are asked to partner with any restaurant of their choice and host a fundraising day to raise donations for the Haiti relief efforts. The Grand Polemarch, Dwayne M. Murray, Esq. said, “I am elated and proud of the rapid response our undergraduate leaders have taken in response to the Haitian disaster. I ask all brothers to do all they can in support of the iKare initiative.”

Currently used as a popular college organization fundraiser, this partnership is set up where the restaurant gives a percentage of the sales of a designated night to an organization for all the customers that the organization brings to their business. Instead of applying the funds raised to their organization, Undergraduate chapters will donate 100% of the money to the Kappa Alpha Psi Foundation which will then be sent to Haiti relief efforts.

“Our “Dining with the Kappas” event is a strong statement! To have one day where Undergraduate chapters around the nation are doing the exact same thing at the same time in the spirit of service to mankind speaks volumes to the unity, strength and reach of Kappa Alpha Psi. It will not only raise money for Haiti relief, it shows the community how Kappa Alpha Psi is answering its call to service and turns everyday people who may have just stopped in for a meal into a donor to a great cause,” said Derrick L. Christian II, the Undergraduate Chairman of the iKare Initiative. Senior Grand Vice Polemarch, William “Randy” Bates, Esq. serves as the Alumni Chairman of the iKare Initiative.

Kappa Alpha Psi Fraternity Incorporated created the iKare (International **K**appa **A**ction **R**elief **E**ffort) to benefit the victims of Haiti, who experienced a devastating 7.0 magnitude earthquake earlier this week. The iKare Initiative encourages a unified fraternal approach so that Kappa Alpha Psi as an organization can help make a difference for the victims of the natural disaster.

This event is heavily promoted through the social networking site Facebook. A mass invitation has been sent for supporters to join the Facebook group (iKare: The Kappa Alpha Psi Haiti Relief Initiative). In addition, an innovative campaign has been launched to encourage ALL Kappas on Facebook to change their profile picture to the “Dining with the Kappas” logo to spread the word in an effort to achieve 1 million members.

*Kappa Alpha Psi Fraternity, Inc. is an international organization founded on the campus of Indiana University, Bloomington, Indiana on January 5, 1911. Since its inception, it has trained over 125,000 men, particularly undergraduates, for leadership roles in their communities and the attainment of a high degree of excellence in their academic pursuits. The International Headquarters is located in Philadelphia, Pennsylvania.*