

Written by
Saturday, 11 May 2013 15:22



The Minneapolis Urban League will host its 87th annual Gala on Thursday June 20th, 2013, at the Minneapolis Convention Center. Celebrated entrepreneur, Daymond John, CEO and Founder of FUBU, a global lifestyle brand, and who is a judge on the acclaimed entrepreneurial show, *The Shark Tank*, will deliver the keynote address.

The Gala's theme this year, *'A New Era of Transformation'*, highlights the organization's innovative partnerships and strategies as part of its 'Gateway to Opportunity' strategic plan, creating more pathways to success for the people it serves.

"We believe Daymond John epitomizes the outcomes today's youth can hope to achieve despite facing various obstacles. His message, his story aligns with our socially innovative strategies and partnerships that allow us to better serve our constituents, particularly our youth," says Scott Gray, President and CEO of the Minneapolis Urban League.

Celebrated author, marketer and motivational speaker, John is an entrepreneur in every sense of the word who's come a long way from taking out a \$100,000 mortgage on his mother's house to launch the famed fashion brand, FUBU - *'for us, by us'* - in the basement. A respected fashion industry pioneer with over \$6 billion in product sales, he has received over 35 awards including Brandweek's *Marketer of the Year*, the Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, and Ernst & Young's *New York Entrepreneur of the Year* Award.

An influential business consultant, millions of viewers tune in weekly to glean his marketing prowess and insights on, *'The Shark Tank'*, a reality show on the ABC network that allows entrepreneurs to 'audition' their business for potential financing and partnership opportunities with one of the four acclaimed judges.

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The Minneapolis Urban League's 'A New Era of Transformation' 87th Annual Gala is presented by Target Corporation. Scholarships made possible by participating sponsors will be awarded to select area students. The MUL's Trailblazer Award will also be presented to outstanding members of the community.

The MUL Gala will be held Thursday June 20th, 2013, at the Minneapolis Convention Center in Ballrooms A&B, located at 1301 2nd Avenue South in Minneapolis. Pre-Reception opens at 5pm. For more information and tickets, call Linda Anderson at 612.302.3105 or visit www.mul.org