



FOR IMMEDIATE RELEASE
June 18, 2013

MEDIA ALERT

Rev. Dr. Wendell Anthony
President, Detroit Branch NAACP

MEDIA CONTACT: WardHill Omni Media
LaToya Henry (313) 447-6404 (c)

Jimmy Settles
Vice President, UAW Ford
Chairman, 2013 Freedom Walk

Media Credential Information for 50th Anniversary Freedom Walk

Tony Brown
Coordinator, 1963 Freedom Walk
Grand Marshal, 2013 Freedom Walk

All media outlets interested in securing media credentials for the **Voices for Action Panel Sessions held on Friday, June 21, 2013** and the **50th Anniversary Commemorative Freedom Walk on Saturday, June 22, 2013** must submit a request for media credentials.

SPONSORS

Your request must be on the media outlet's letterhead and include the name and titles (reporter, producer, photographer, videographer, editor, etc.) who will need credentials and whether it is for Friday, Saturday or both days.



Please email your requests to lhenry@wardhillmedia.com or fax to 313-871-7745. Your requests must be received by **Thursday June 20, 2013 at 5:00 P.M.** Your requests must include a point of contact for each media outlet.



CITY of DETROIT

For those media outlets who wish to cover the Voices for Action Session on Friday, June 21, you must sign in at the media check-in desk that will be in the registration area. The Voices for Action sessions will take place at the UAW-Ford National Program Center located at 151 W. Jefferson. The morning session is from 8:00 A.M. to 12:00 P.M. A Luncheon with Keynote Speaker Tony Brown, who is the Grand Marshal for the 2013 Freedom Walk, will begin at 12:00 P.M.. Afternoon sessions begin at 1:30 P.M.

HONORARY CO-CHAIRS

Hon. Dave Bing
Mamie Chalmers
Hon. John Conyers, Jr.
Aretha Franklin
Dick Gregory
Rev. Jesse Jackson, Sr.
Ben T. Jealous
Bob King
Hon. John Lewis
Elizabeth Reuther
Rev. Dr. C.T. Vivian

For those media outlets seeking to cover the Freedom Walk credentials will be ready for pick up beginning at 7:00 A.M. at the Detroit Historical Museum located at 5401 Woodward Avenue in Detroit. There will be an 8:00 A.M. pre-March press conference that will take place at the Detroit Historical Museum.

-Partial Listing-

All media outlets who have not picked up their credentials by 9:00 A.M. must retrieve their media credentials from the media check-in tent that will be located on the Southwest Corner of Woodward and Mack. The media tent will be shut down at 10:30 A.M.

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The rally in Hart Plaza will begin between 11:30 A.M. and 12:00 P.M. There will be risers provided for the media in Hart Plaza. Media outlets will be able to plug into the camera and audio feed at Hart Plaza.

Media Staging and Parking

The following areas will be available for media to park their vehicles/media trucks/live trucks. Only media outlets who have requested credentials and indicated that they will be bringing official media vehicles will be able to park in these areas.

- Detroit Historical Museum
- Woodward and Mack
- Woodward and Adams
- Underneath the Amphitheater in Hart Plaza

Please note that all lanes off Woodward beginning at Woodward and Forest down to Woodward and Jefferson will be closed.

Once your request for media credential is received we will send you a confirmation along with a detailed map of the area.

Media Points of Contact

LaToya Henry
313-447-6404
lhenry@wardhillmedia.com

Darci McConnell
313-686-8094
darci@dmconnell.com

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