

SuperPages Cultivates Relationships With Dual Community Events in Raleigh-Durham

James Earl Jones kicked off Black History Month, evening gala focused on minority-owned businesses

Last week SuperPages sponsored two events in Raleigh-Durham, N.C. in an effort to make a positive impact on the community and to aid sales to minority-owned businesses.

Literacy and Black History Month Event

The Jan. 26 morning event featured VIS celebrity spokesman, James Earl Jones, who appeared at Community Family Life and Recreation Center in Lyon Park. He was there to support the SuperPages literacy campaign and to kick off February's Black History Month.

Jones read a poem by James Weldon Johnson titled "O Black and Unknown Bards," discussed the importance of literacy and shared the struggles he faced in overcoming a childhood stuttering problem.

Six students shared the stage with Jones, reading poetry and reciting lines from plays. More than 250 people attended the event sponsored by SuperPages, the Durham Literacy Center and Calvary Ministries of the West End Community.

In addition, SuperPages presented to the community center for \$35,000.

The event garnered major media attention in the community, including local news broadcasts and front-page newspaper coverage.

Minority-Owned Business Event

Leveraging the success of our 45-year relationship with Durham, the evening event supported our desire to build stronger ties with minority-owned businesses in neighboring city Raleigh – a newer market for Verizon.

With access to the Raleigh, N.C. mayor's list of certified minority-owned businesses, advertisers, non-advertisers and influential community and business leaders were invited to an evening of entertainment – to get to know VIS.

VIS' Area Vice President – Sales Jose Lema addressed attendees and gave a strong and captivating company and product pitch.