

**FOR IMMEDIATE RELEASE**  
July 18, 2005

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**Proclamation for Celebrate Diversity Month**  
**to be Announced on July 20<sup>th</sup> in Washington DC**  
*Companies Join Forces In Seeking Support For National Diversity Observance*

Washington, DC, July 18, 2005 Two prominent national diversity companies, Minneapolis-based ProGroup, Inc. and Washington, DC-based Diversity Best Practices, have joined forces in creating a Proclamation for Celebrate Diversity Month, a proposed new official History and Heritage Month, to be observed each July in workplaces, communities, not for profits, and educational institutions nationwide.

The unveiling of the proposed Proclamation for Celebrate Diversity Month will be made on July 20<sup>th</sup> at 10:00am in Washington, DC at the Dirksen Senate Office Building, Room SG-51 (Ground Floor). Through the announcement, the companies will call on government and businesses leaders to support its passage through Congress. To lend support, individuals and organizations can endorse the Proclamation online at <http://www.celebratediversitymonth.org/site/page/pg4178.html>

According to Karen Stinson, CEO and Founder of ProGroup, Inc. and Edie Fraser, President and Founder of Diversity Best Practices, Celebrate Diversity Month compliments and enhances the current lineup of diversity related observances. While there are six nationally designated History and Heritage months approved by Congress, there is no single established period that reaches out to everyone and recognizes all of the nation's diversity.

"Our growing multiculturalism, the global economy, and the threat of terrorism make it more imperative than ever for all of us to bridge differences," said Stinson and Fraser, quoting from the proclamation and mission statement. "No one person can represent an entire group because great variations exist within all groups."

Two years ago ProGroup initiated a related observance under the name Appreciate Diversity Month. That observance, which has been renamed Celebrate Diversity Month, will continue to be observed in 2005 from August 15 to September 15. The timing will remain in effect until Congressional approval of the new proclamation.

The announcement will be made at the annual WOW! Facts (an almanac of diversity and women) release event. The event will be attended by prominent members of the Senate, House, presidential cabinet as well as business leaders. Some of the speakers scheduled to attend include: Senator Hillary Clinton, Senator Debbie Stabenow; Congressman Mike Honda; and Secretary of Transportation Norman Mineta; among others. (For event details, visit [www.ewowfacts.com](http://www.ewowfacts.com) )

**Diversity Best Practices (DBP)** is a leading management resource that provides benchmarking opportunities and strategic resources for its corporate, government and not for profit members. In our member-based service, primarily *Fortune* 500 corporations and government entities exchange best practices with regard to diversity issues and build diversity management and resources. Focusing on topics set out by a leadership council of its members, DBP provides case materials on all areas of diversity and forums for exchanging ideas around these issues. Since its official launch in April of 1999 more than 150 companies and government entities have joined the service and its benchmarking programs DBP is a subsidiary of iVillage Inc, a leading women's media company. For further information, contact Brian M. Heiss of Diversity Best Practices at 202-463-3780 or Heiss@TPAG.com

**ProGroup, Inc. ([www.progroupinc.com](http://www.progroupinc.com))**

A pioneer in workplace and marketplace diversity since 1986, Minneapolis-based ProGroup, Inc. develops and implements practical solutions—through its consulting, educational workshops, and training tools—to address the complexities of a diverse workforce and marketplace. ProGroup was founded by Karen Stinson, the creator of the first corporate video-based training program ever on diversity some 20 years ago (*Mosaic Workplace*). Indeed, many of Stinson's early pioneering diversity concepts and tools have served as a cornerstone of diversity programs worldwide. Today, she continues to lead the company along with President and business partner, Myrna Marofsky. Serving companies in a broad range of industries, ProGroup's client list includes many Fortune 500 companies: Deloitte, General Mills, Target Corporation, Saks Incorporated, Aetna Life Insurance Group, Medtronic, Inc., Marshall Field's, Phillips Consumer Electronics N.A., American Family Insurance Group, Hospira, Inc. Carlson Companies, and Cingular Wireless, among others. For further information, contact Jane Rohman, Jane Rohman & Associates, 413-848-1407, [jr@janerohman.com](mailto:jr@janerohman.com)

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