

Delta Sigma Theta Sorority, Incorporated

A Public Service Sorority Founded in 1913

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Delta Sigma Theta Announces Support of Disney's "The Princess and the Frog" *Public Service Sorority Celebrates Disney's First African-American Princess*

WASHINGTON – Cynthia M. A. Butler-McIntyre, National President of Delta Sigma Theta Sorority, Inc., the single largest African-American women's organization in the country, announced today the organization's support of The Walt Disney Company's upcoming animated feature film, "The Princess and the Frog."

Delta Sigma Theta congratulates Disney on the decision to feature its first African-American princess. In celebration of this historic film, the Sorority has adopted "The Princess and the Frog," as its third "Delta Red Carpet" feature film under its **Project ART: Actively Redefining Together** initiative.

"We are encouraged by Disney's decision to feature an African-American princess for the very first time," said Butler-McIntyre. "As mothers, caregivers, mentors and educators, we are excited that 'The Princess and the Frog' will provide the children in our lives with an opportunity to laugh and learn with a new Disney classic. We applaud Disney for their efforts and are actively showing our support of this project by making it a 'Delta Red Carpet' feature film."

The film, directed by John Musker and Ron Clements, with songs and score composed by Randy Newman and with the voices of Oprah Winfrey, Terrance Howard and Anika Noni Rose as Princess Tiana, is scheduled for release on December 11, 2009. 'The Princess and the Frog' will be the Sorority's first animated "Delta Red Carpet" feature film project.

A major initiative of the organization, **Project ART** has a primary focus of working internally and collaboratively with the Sorority's membership and potential stakeholders in redefining images of the African-American community in all forms of artistic media. The project promotes a collective effort of the Sorority's membership to support positive forms of entertainment—music, film, radio, television, visual and literary arts—while expressing concern for those art forms that promote harmful messages and negative stereotypes.

Delta Sigma Theta Sorority, Inc. was founded in 1913 on the campus of Howard University to promote academic excellence; to provide scholarships; to provide support to the underserved; educate and stimulate participation in the establishment of positive public policy; and to highlight issues and provide solutions for problems in their communities. Today Delta Sigma Theta Sorority has over 250,000 members and more than 900 chapters worldwide. The Sorority uses its Five-Point Programmatic Thrust of economic development, educational development, international awareness and involvement, physical and mental health, and political awareness and involvement to create its national programs.

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