

"It's A Color Thang"

Having the opportunity to identify with teen, adulthood and family life in any neighborhood in urban America, and feel the struggle that exists in those neighborhoods, is what this rap-trilogy is all about.

New York producer-director Carlos Henderson masterfully captures the attention of the audience with the direct message of today's trouble situation that haunts young and old, Black and White, rich and poor, through song, dance and dialogue. He takes the raw talent of a Las Vegas rap group, "Epic Struggle Ensemble," and refines them into new dimensions of artistic performers on a theatrical level.

The cast is a combination of the "Epic Struggle Rap Ensemble," "chuch Daddy," and the P.H. Dancers. This group of individuals, Robert Watts, Jr., Charles Jennings, Reginald Fowler, Donald Hemmings, Jr.,

Lance Hunter and Msemaji Nichols, came together through the belief of knowing who they are, as well as what they say and do. This strong conviction is evident from the message in the beginning to the poem at the end.

Concerned parents, Rober Watts, Sr. and Baheejah Abdus-Salaam pitched in and performed like seasoned professionals as their roles portrayed pivotal structures in the maturity of our young people.

"It's A Color Thang" reflects the everyday life so many of us have to face day in and day out. However, with the effort put forth by this ensemble to fight the images of drugs, prejudice, stereotypes and gang warfare, and set positive role models, this production is not just a satire, but an indication of a willingness to turn around our country.

"It's A Color Thang" was presented last week at the Clark County Public Library.

By Ramon Savoy



Baheejah Abdus-Salaam and Msemaji Nichols



The cast and personnel of "It's A Color Thang."

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Pepsi Teams Up With Earl Graves and Earvin 'Magic' Johnson in New Venture

WASHINGTON, D.C. -- Craig E. Weatherup, President and CEO of Pepsi-Cola Company, announced today at a national press conference the formation of the largest minority-controlled Pepsi-Cola franchise in the United States.

The new \$60 million soft drink franchise--Pepsi-Cola of Washington, D.C., L.P.--serving the metropolitan District of Columbia and a portion of Prince Georges County, will be operated under an historic partnership that unites Pepsi with two prominent businesspersons: Earl G. Graves, one of the nation's leading entrepreneurs and publisher of *Black Enterprise* magazine, and Earvin "Magic" Johnson, 11-year veteran of the National Basketball Association's Los Angeles Lakers.

"Pepsi-Cola has long been committed to building a company and a workplace rich in cultural and ethnic diversity," said Weatherup. "Today's announcement marks the latest milestone in that tradition."

Weatherup has been a

driving force behind Pepsi's acclaimed minority business and educational initiatives, including the Pepsi-Cola Minority Business Enterprise (MBE) program, which has resulted in Pepsi spending more than \$325 million on products and services offered by minority-owned businesses in the last eight years.

Weatherup continued: "As we enter into this unique partnership of Graves and Johnson with Pepsi, we do much more than consummate another important business deal. Rather, this partnership is indeed a reaffirmation of 'Pepsi-Cola Company's commitment to broaden substantially the level of our involvement with the minority business community." Commenting further on the announcement, Weatherup called the Pepsi-Graves-Johnson partnership a powerful combination matching precisely the right individuals to the right opportunities.

"We are pleased by the two principals we were able to attract to this new partnership," noted Weatherup.

"Both Earl Graves and Earvin Johnson possess the business acumen, name recognition and prominence that are sure to serve the best interests of Pepsi and the D.C. community."

Pepsi-Cola of Washington, D.C., L.P., is located in Forestville, MD, and marks only the second time in 20 years that Pepsi has brought new ownership into its successful soft drink franchise system.

Pepsi-Cola of Washington, D.C. is a sales distribution company which will employ approximately 160 people, and is expected to generate nearly \$30 million in revenues by the end of its first full operating year. Pepsi recently invested \$1.8 million to upgrade and equip the new facility, which sits atop a 6.1 acre site.

The terms of the agreement call for a corporation controlled by Graves and Johnson to serve as "general partner" with responsibility for strategic planning and general management of the metropolitan D.C. franchise.

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