

PRESS RELEASE

July 29, 2009

FOR IMMEDIATE RELEASE

CONTACT: Miriam Glover

TELEPHONE: 1-800-291-6492

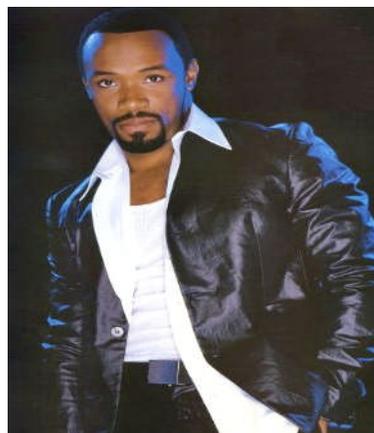
EMAIL: news@urbangirlz.org

NEW ETIQUETTE TRAINING TARGETING AFRICAN AMERICAN BOYS AND TEENS

Shaun Baker, TV and movie star, to launch new initiative to work with boys and teens to teach dating, dining etiquette and “male swagger”.



www.urbangirlz.org



Actor, Shaun Baker

Dallas, Texas. Shaun Baker, television and film actor, (formerly of Living Single, CSI: Miami and VIP) in partnership with Urban Gentz, is launching a new etiquette initiative targeting boys and teens of color on Saturday, September 12, 2009. Urban Gentz is the male counterpart to UrbanGirlz, Inc., a national 501C3 nonprofit organization dedicated to building the self-esteem of girls and teens of color through its award-winning online ezine, www.urbangirlz.org and through its Community Impact Initiative, which provides etiquette classes and a junior debutante program for urban youth.

Urban Gentz is a unique social etiquette program targeting young African American males in at-risk communities throughout the nation and is committed to making a difference in their lives. Through offering training and workshops specifically geared from an urban male point of view, classes focus on proper dating behavior, dining skills,

and re-training on the “male swagger”. Using schools, churches and community organizations as the primary vehicles to promote the program, Urban Gentz is equipping the male youth of America with crucial social skills needed for future success.

Currently, African American males are not exposed to the social etiquette skills needed to succeed in their professional and personal lives, as reported in Seventeen Magazine 2004. As a result, most African American boys and teens have no knowledge of the proper manners needed during dinner, dating or working situations, in direct contrast with other races.

This divide in exposure and experience of etiquette skills often causes young black men to be ill-equipped to deal with the social and cultural issues experienced throughout the course of their educational and professional careers. Three separate studies conducted by **Harvard University**, the **Carnegie Foundation**, and the **Stanford Research Institute** agree that "Success in getting, keeping, and advancing in a job depends 85% on people skills and only 15% on technical skills

The Urban Gentz Etiquette Workshop was developed by Lady Trenette Wilson, UrbanGirlz Publisher and founder of the Ladies by Design Junior Debutante Course, a national faith-based Junior Debutante Course conducted throughout the country.

For more information about UrbanGentz Etiquette Workshop or to schedule an interview contact Miriam Glover at news@urbangirlz.org or call 1-800.291.6492 or 214.701.5352.

###