



**PRESS RELEASE: Ferris MLK Celebration to Feature 5-Star Presentation by Teja Arboleda**

**Sandy C Gholston** to: Archive

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Included below is a press release regarding the upcoming 2013 Dr. Martin Luther King Jr. Celebration featured presentation from Teja Arboleda, a nationally-acclaimed expert on race and cultural diversity. His "Race Off" presentation will be held in Williams Auditorium on the Ferris State University campus in Big Rapids, Mich. The "Race Off" event is part of the MLK Celebration, it is a collaborative effort that involves Entertainment Unlimited and is a five-star campus event. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.

To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2013/january/teja.htm>

FOR IMMEDIATE RELEASE

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**Ferris' MLK Celebration to Feature 5-Star Presentation by Teja Arboleda**

BIG RAPIDS – Teja Arboleda, a nationally-acclaimed expert on race and cultural diversity, will appear at 7 p.m. Wednesday, Jan. 23 as part of Ferris State University's Martin Luther King Jr. Celebration.

The five-star campus presentation by Arboleda, titled "Race Off," will be held in Williams Auditorium. It is co-sponsored by Entertainment Unlimited, the campus programming board, and the MLK Celebration Planning Committee.

Arboleda is an Emmy Award-winning television producer, director and writer who uses entertainment to discuss race and cultural diversity. He established Entertaining Diversity, Inc. in 1992 to create educational media and live events.

He also is an assistant professor at the New England Institute of Art, where he teaches race and ethnic relations courses, and is author of "In the Shadow of Race," an account of his experiences as a multiracial American. Arboleda is African American-Native American, Filipino-Chinese and German-Danish, and grew up in Japan, Germany and the United States.

“Arboleda challenges his audience to forget existing stereotypes about different ethnicities and discusses how separation of races came to exist,” said Melissa Hanson, president of EU. “He will address the human race as a whole and push people to have an open mind when thinking about diversity.”

Arboleda will share personal experiences and use logic to help students see race and cultural diversity in a relatable way, Hanson said.

His appearance is free and open to the public, and wraps up Ferris’ 2013 MLK Celebration, which begins Monday, Jan. 21. Other events organized to mark the late civil rights activist’s work include a soup kitchen, freedom march and guided tours and events at the Jim Crow Museum of Racist Memorabilia.

For volunteer opportunities and additional information, visit [www.ferris.edu/omss/mlkinfo](http://www.ferris.edu/omss/mlkinfo) or MLK Celebration at Ferris State Univ. on Facebook:

[https://www.facebook.com/FerrisMLK?ref=ts&fref=ts&\\_req=75](https://www.facebook.com/FerrisMLK?ref=ts&fref=ts&_req=75).

For more information on Arboleda, visit <http://tejaarboleda.com/> or <http://www.entertainingdiversity.com/index.html>.

The MLK Preview video is here: [http://www.youtube.com/watch?v=03\\_ZrxEM19A](http://www.youtube.com/watch?v=03_ZrxEM19A)