

AT&T Sponsors The Marcus Graham Project's 2011 Summer Boot Camp
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Sponsorship Continues AT&T's Dedication to Diversity and Inclusion in the Workplace

DALLAS, July 8, 2011 /PRNewswire/ -- [AT&T](#)* announced today that it will return as a sponsor of The Marcus Graham Project's 2011 (MGP) iCR8 boot camp. The iCR8 boot camp is a 10-week summer program that provides young leaders aspiring to work in advertising and marketing with the opportunity to gain the exposure and experience necessary to solidify careers within the industry. AT&T returned as a sponsor based on the success of the 2010 boot camp which saw five former participants earn jobs at agencies; RAPP, Wieden+Kennedy and The Richards Group.

Eleven individuals were selected from a nationwide pool of potential professionals between the ages of 18-34 for this year's iCR8 boot camp. The boot campers will receive hands-on advertising, marketing and public relations experience by operating as a full-service agency they have created called BiPPiTUS. In following with last year's program, BiPPiTUS will conduct a market research study for AT&T.

The focus of this year's research study will center around determining technology use and broadband connectivity in selected cities across the nation and how it's being used in four areas: education, economy, entertainment, and family. In addition, BiPPiTUS will provide real-world marketing and advertising solutions for AT&T, The Show Me Campaign, Neo Soul Cafe and other clients.

"AT&T is excited to support The Marcus Graham Project for a second year, we want to encourage and inspire more minorities to consider careers in the fields of marketing, advertising and public relations," said Jennifer Jones, vice president of Diverse Markets, AT&T Mobility and Consumer Markets. "We believe that providing the iCR8 boot camp participants with hands-on experience will help them better understand these industries. In addition, their research will provide us with valuable insights as we develop the next generation of telecommunications technology."

This will be the third year of MGP's iCR8 boot camp. MGP is a Dallas-based nonprofit organization and national network of diverse professionals focused on developing and mentoring the next generation of diverse thought leaders within the advertising, media and marketing industry. AT&T's continued support of MGP reaffirms its commitment to closing the gap in diversity for these fields and shows its continued commitment to diversity and inclusion in the workplace.

AT&T will underwrite a research study that will be implemented by the BiPPiTUS team. The research project will require six BiPPiTUS team members to travel from Dallas on July 8, through a set of routes bound for Atlanta, Chicago and New York. On their journey, participants will conduct interviews with local citizens and industry and community leaders who will provide insight on technology usage as it relates to education, economy, entertainment, and family. The information they compile will be developed into a final research study that will be shared with telecommunications industry professionals and communities across the U.S.

"The return of AT&T this summer as a supporter of our program is indicative of their continued dedication to develop true, long-lasting relationships with the communities that they do business with," said Lincoln Stephens, co-founder and program director of MGP. "We are continually thankful for their commitment to education and growing our future leaders."

AT&T's continued involvement with the iCR8 boot camp and its dedication to broadband adoption demonstrate its commitment to improving and strengthening the diverse communities it serves and its dedication to creating opportunities for African Americans.

For more information on BiPPiTUS, the cross country tours and the research initiative, please visit www.bippitus.com. For additional information on MGP and its programs, please visit <http://www.marcusgrahamproject.org>.

For the complete array of AT&T offerings, visit att.com/thebridge. For more information and detailed disclaimer information, please review this announcement in the AT&T newsroom at <http://www.att.com/newsroom>.

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About BiPPiTUS

BiPPiTUS is an integrated marketing communications firm specializing in advertising, marketing and public relations with an emphasis on retail marketing.

About Marcus Graham Project

The Marcus Graham Project is a national network of diverse professionals that have purposed themselves in developing the next generation of thought leadership within the advertising, media and marketing industry. The vision of The Marcus Graham Project (MGP) is to provide long term access to information, technology, financial and people resources that will strategically develop a viable pool of talent and leadership within the industry. The Marcus Graham Project is a 501 (c) 3 organization.

About AT&T

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