



"Founders of Black History Month"

## ASSOCIATION FOR THE STUDY OF AFRICAN AMERICAN LIFE AND HISTORY, INC.

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### **Association for the Study of African American Life and History (ASALH) and Walmart Partner to Launch Loaned Executive Program**

*Veteran Marketing Executive to Champion Program's Inaugural  
Initiatives and Activities*

(Washington, DC; November 11, 2011) The Association for the Study of African American Life and History (ASALH) and Walmart have teamed up to launch a Loaned Executive Program (LEP) – a program designed for corporate partners to lend executives to assist the non-profit organization in key organizational and capital campaigns. The Association's first LEP executive will be Walmart senior marketing executive Gwen Kelly. Kelly, an award-winning and recognized multicultural marketing advocate will provide expertise to the organization now through February 2012.

Kelly has had roles at Walmart serving as key multicultural marketing strategist and currently serves as lead for special events on the organization's associate marketing team. An ASALH board member since 2009, Kelly says "This partnership indeed offers Walmart the opportunity to deepen its relationship with the African American community. I look forward to bringing new and innovative ideas to ASALH. Furthermore, it is an honor to contribute to building on the "live better " part of the Walmart mission which helps create solutions in the communities we serve."

ASALH's immediate past president, Dr. John Fleming, who was the visionary in presenting the program to Walmart says of the loaned executive program concept "The Association must be creative in seeking support that is not always readily available in the form of direct monetary contributions to its annual fund, endowments and other campaigns." In taking a page from other programs already in place, such as the United Way and the National Urban League, ASALH has the opportunity to create its own style of loaned executive program that will encourage corporate partners to lend talented executives to assist our board and staff in the enhancement and implementation of our mission."



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During the loan period of the program, Kelly will serve as Senior Director of Marketing and Communications for the Association's 21<sup>st</sup> Century campaign initiatives. Specifically, Kelly will have four areas of focus: 1) Further development of ASALH's Loaned Executive Program; 2) Developing a comprehensive marketing communications plan; and 3) Identifying philanthropic engagement in support of critical practice areas of the organization. "Gwen Kelly has a keen understanding of the needs of our organization. It is a sheer privilege to have her serve as the first executive in our LEP program," says Sylvia Cyrus, ASALH's Executive Director. "I'm excited about the plethora of opportunities that will evolve from our partnership."

For more information about the Association for the Study of African American Life and History (ASALH), its Loaned Executive Program (LEP), or any of its upcoming programs please contact the Association at 202-238-5910 or visit its website at [www.asalh.org](http://www.asalh.org)

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#### **About Association for the Study of African American Life and History (ASALH)**

Association for the Study of African American Life and History was established on September 9, 1915 by Dr. Carter G. Woodson, the Father of Black History. The association is best known for the founding of Black History Month. Presently, headquartered in Washington, D.C. on the campus of Howard University, the organization's mission is to promote, preserve, and disseminate information about African American life and history.

#### **About Walmart**

Wal-Mart Stores, Inc. (NYSE: WMT) serves customers and members more than 200 million times per week at over 9,700 retail units under 69 different banners in 28 countries. With fiscal year 2011 sales of \$419 billion, Walmart employs 2.1 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://walmartstores.com> and on Twitter at <http://twitter.com/walmart>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.

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