

ALPHA PHI ALPHA FRATERNITY, INC.

ALPHA LAMBDA CHAPTER
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Alpha Phi Alpha-Alphalambda Chapter, March of Dimes, Big Brothers Big Sisters of Kentuckiana, and the Muhammad Ali Center Partner for "Project Alpha" Program.

LOUISVILLE, KENTUCKY – The Alpha Lambda Alumni Chapter of **Alpha Phi Alpha Fraternity, Inc.** in partnership with the **March of Dimes, Big Brothers Big Sisters of Kentuckiana**, and the **Muhammad Ali Center** will host "Project Alpha" on Saturday, January 29th from 8:00 a.m. to 4:00 p.m. at the **Muhammad Ali Center** located at 144 North 6th Street. **Alpha Phi Alpha Fraternity, Inc.** and the **March of Dimes Birth Defects Foundation** began collaboratively implementing **Project Alpha** in 1980. This collaborative project is designed to provide education, motivation and skill-building on issues of responsibility, relationships, teen pregnancy and sexually transmitted diseases for young males ages 12-15 years. Designed to provide young men with current and accurate information about teen pregnancy prevention, **Project Alpha** consists of a series of workshops and informational sessions conducted by **Alpha Phi Alpha Fraternity** brothers. The three goals of **Project Alpha** programs are: (1) Sharing Knowledge by combating ignorance and fear with factual information. (2) Changing Attitudes by providing motivation toward positive changes in sexual behavior. (3) Providing Skills by creating a sense of empowerment and self-esteem.

For more than 20 years, the men of **Alpha Phi Alpha** have been working with the staff and volunteers of the **March of Dimes Birth Defects Foundation**, taking **Project Alpha** to hundreds of communities and thousands of teen males. **Alpha Phi Alpha** and the initiation of **Project Alpha** Began in the late 70s in Chicago by the Brothers of Iota Delta Lambda. The relationship with the MOD came later in 1982, which led to the program becoming a national program.

Alpha Phi Alpha Fraternity, Incorporated has a long history of emphasizing the importance of education to the betterment of lives and attainment of greater opportunities. It has the distinction of being the first collegiate Greek-lettered fraternity established for men of African American decent. In addition to encouraging young people to attend college, **Alpha Phi Alpha** has been a leader in various other civic arenas including being one of the first organizations to promote voter registration among minorities. The Fraternity was founded at Cornell University in 1906 under the motto of Manly Deeds, Scholarship, and Love for All Mankind. Prominent members of our Fraternity include Dr. Martin Luther King Jr., Thurgood Marshall, Lyman T. Johnson, and Cornell West. The **Alpha Lambda Chapter**, the first Alumni Chapter of **Alpha Phi Alpha**, founded in Louisville, KY in 1911 has continued serving this community through educational programs, scholarship and community service projects.

Founders

Henry A. Callis Charles H. Chapman Eugene K. Jones George B. Kelley Nathaniel A. Murray Robert H. Ogle Vertner W. Tandy

Alpha Phi Alpha Fraternity, Inc. develops leaders, promotes Brotherhood and academic excellence, while providing service and advocacy for our communities.