**FOR IMMEDIATE RELEASE (EXAMPLE PRESS RELEASE by Jo Lockett)**

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**WORDS MATTER**

Writing Red Bank with the words of T. Thomas Fortune

**RED BANK, NJ -** The T. Thomas Fortune Foundation has been advocating and educating the community about journalist, publisher and activist T. Thomas Fortune in a variety of ways. However, this time the group is following the boldness of Fortune by taking his words to the street. Literally.

On July 1, be on the lookout for enlightenment at your feet. Fortune’s quotes will be colorfully stenciled on sidewalks around town and at Marine Park, where throngs of visitors will pour into town for the New Jersey Symphony Orchestra Summer Concert at 8 pm in Marine Park, located off East Front Street by Riverview Medical Center.

The “Words Matter” campaign is an engaging way to attract locals and out-of-towners to the power of words and how Fortune, a social justice crusader, used them to promote civil rights for all people. For example:

***“I believe in the divine right of man, not of caste or class.”***

Of course, Fortune's wisdom will be etched in front of his former home at 94 Drs. James Parker Boulevard, which he christened Maple Hall when he lived there. It will soon be the location of the new T. Thomas Fortune Cultural Center due to open in late fall of 2018.

Volunteers from local youth organizations, churches and the Foundation’s Fortune Tellers program for students will help get the word out – and onto sidewalks and street corners. The following are some of the locations where you’ll find us: The Antique Center 226 W. Front St. at the corner of Bridge Ave; Lambs & Wolves 66 Bridge Ave.; 26 West on the Navesink, 26 West  Front St; Borough Hall, 90 Monmouth St; 273 Shrewsbury Ave and Marine Park.

For more information please visit [www.tthomasfortuneculturalcenter.org](http://www.tthomasfortuneculturalcenter.org) or if you’d like to volunteer on July 1st, please email us at info@tthomasfortunefoundation.org.