



For Immediate Release

Media Contact:
Patricia Arnold
(312) 698-9817
pat@phoenixisstrategic.com

Black Men Still Turning the Table on Father's Day

MAY 23, 2011, CHICAGO—What began as an idea to make Father's Day more meaningful for Chicago's black community has spread across the country, morphing into a tradition that has turned the table on the day set aside to pamper Dad. When they cut the ribbon at Real Men Cook® for Charity (www.realmencook.com) on June 19 at Chicago State University, it will mark the 22nd year that fathers and father figures wear the aprons, carefully measure the ingredients, stir the pots, and raise money for charity by serving mouthwatering dishes to folks who love good food. Through their voluntarism, the food-sampling event has raised more than \$1 million for charity.

Last year, there were more than 5,000 Real Men Cook guests in Chicago; nationally, attendance exceeded 30,000. Among them, celebrities and prominent business and community leaders and elected officials who enjoy being part of the tradition. While a state and U. S. Senator, President Barack Obama even donned a Real Men Cook bandana and served food. He also wrote the foreword for the Real Men Cookbook (*Simon & Schuster*).

When the economy is thriving, there are Real Men Cook events in as many as a dozen cities. This year there will be five large events: Chicago, Atlanta, New York, Dallas and Los Angeles; but countless others honor the event's tradition on a much smaller scale.

"I can't tell you how many times people in smaller cities tell me that their families get together, and the fathers and grandfathers treat them to a feast on Father's Day," said Real Men Cook co-founder Yvette Moyo-Gillard. But, she emphasizes, the new tradition is not merely about food. "Ultimately, what the event does is enable others to see the fathers in our community as we see them every day: Nurturing men who work hard to provide for their families and their communities."

Mark Fishback, a law clerk who has volunteered for the past 10 years, is passionate about his involvement: "It is a moving Father's Day experience, nurturing and ministering souls through substance—not fluff and commercialism," he says. "The food is the draw; but the lasting image of who black men really are and what we really do has the greatest effect."

(more)



Tickets go on sale Wednesday, June 1—\$20 for adults, \$10 for children (\$5 additional at the event)—online at www.realmencoook.com, at the Southside YMCA, 6330 S. Stony Island and the Community Mental Health Council, 8704 S. Constance Avenue.

###

About Real Men Charities, Inc.

Real Men Charities, Inc. is the national not-for-profit organization that presents the Real Men Cook® events. Funds are used to build and continue programs to honor fathers and father figures, to empower families and perpetuate the memory and spirit of Karega Kofi Moyo and Yvette Moyo Gillard, who founded the annual Father's Day event. This is done by the encouragement and promotion of education through voluntary grants, by scholarships or otherwise to individuals, institutions, and organizations.

The organization's mission is to positively improve the way the world celebrates family and community by increasing the proportion of opportunities for committed and detached males to become involved, responsible, and committed fathers for the good of all communities, families and youth. We accomplish our mission through educating and inspiring all people, through public awareness campaigns, research, and other screening; equipping and developing leaders of national, state, and community male, youth, and family initiatives through curricula, training, and technical assistance; engaging every sector of society through strategic alliances and partnerships; promoting public health; mental, physical, emotional, and economic, by disseminating medical information to the general public without charge—including healthy cooking, fitness, and lifestyle and strengthening the universal institution of family and encourage parents to practice family first in their lives.

