



**FOR IMMEDIATE RELEASE**

**MORE AFRICAN-AMERICAN LEADERS ACROSS AMERICA JOIN NEW YORK LEADERS IN RAISING FUNDS TO BRING "SELMA" TO STUDENTS FOR FREE**

**26 NORTHERN NEW JERSEY BUSINESS LEADERS ARE CONTRIBUTING TO THE NATIONWIDE EFFORT**

**OTHER NEW CITIES INCLUDE BOSTON, NASHVILLE, PHILADELPHIA, SAN FRANCISCO, SARASOTA, FL, AND WESTCHESTER**

**NEW YORK CITY COMPLETELY SOLD OUT**

HOLLYWOOD, CA (January 12, 2015) – In an unprecedented effort lead by a team of African-American business leaders in New York, organizations across the U.S. coordinated a massive national campaign to find African-American business leaders to underwrite free admission to the Golden Globe-nominated film "SELMA" for students around the country.

Contributing to the effort are 26 African-American leaders in the Northern New Jersey business community who have come together to create a fund that will allow 10,000 local students to see "SELMA" for free at participating theaters.

The efforts are inspired by the success of the program in New York City, in which 27 African-American business leaders created a fund for 27,000 of the city's 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> grade students to see the film for free. Due to the overwhelming demand, the New York City effort sold out in the very first weekend and was expanded to 75,000 tickets.

"New Jersey is honored to join its friends in New York in bringing 'SELMA' to students who may not otherwise have the opportunity to hear Martin Luther King, Jr.'s message," said David R. Jones, President and CEO, CastleOak Securities, L.P., who is spearheading the effort along with Anré Williams and Carla Harris in Northern New Jersey. "We are grateful to the leaders in New York, whose generosity and vision lead to this movement."

Additional cities joining the movement are Boston, Nashville, Philadelphia, San Francisco, Sarasota, FL, and Westchester.

The students in these cities will show a student ID or report card at the box office of any participating theater for free admittance. The programs begin today, January 12<sup>th</sup> and run through January 19<sup>th</sup> (Martin Luther King, Jr. Day) or while tickets last.

Business leaders in additional cities are currently organizing commitments and participation from community organizations. Those cities and leaders will be announced Wednesday, January 14<sup>th</sup>.

Those contributing to the Northern New Jersey effort are:

Daniel L. Black

Alicia R. Carter, MD, Integrative Spine & Orthopedic Rehabilitation LLC

Michael Carter, Co-Head of Technology Investment Banking RBC Capital Markets and Bonnie Carter

David Crichlow, Partner, Katten Muchin Rosenman LLP and Rhonda Crichlow

Charles E. Corpening, Chairman, Joshua Partners

Ken Frazier, Chairman and CEO, Merck & Co. Inc. and Andrea Frazier

Gregg Gonsalves, Chairman, The Jackie Robinson Foundation and Charmaine Gonsalves

Carla A. Harris, Vice Chairman, Morgan Stanley

David R. Jones, President and CEO, CastleOak Securities, L.P. and Tammye Jones

Kim Y. Lew, Co-Chief Investment Officer, Carnegie Corporation of New York and Virgil Jackson

Kevin Liles, Founder KWL/Partner 300 Entertainment and Erika Liles

Mark Mason, CFO, Citi Institutional Client Group and Carolyn Mason

Derek Medina, SVP, Business Affairs, ABC News and Rhonda Adams Medina, SVP & Deputy

General Counsel, Business and Legal Affairs, Nickelodeon Networks

Glenda McNeal, EVP/GM Global Client Group, American Express

Marc Morial, President National Urban League

Colbert Narcisse, Managing Director, Global Head of Alternative Investments, Morgan Stanley and Deirdre Narcisse

Tamara Harris Robinson, CEO, Haramat Advisory Services

Charles E. Simpson, Partner, Windels Marx Lane & Mittendorf, LLP

David B. Stith, Managing Director, Bank of America Merrill Lynch and Lois Stith

Errol Taylor, Partner, Millbank Tweed Hadley & McCloy and Paula Taylor

Sharon C. Taylor, Senior Vice President, Human Resources, Prudential Financial

Reggie and Al Tindall

Elnardo Webster, Partner, Inglesino, Webster, Wyciskala & Taylor

Ted Wells, Partner, Paul Weiss, Rifkind, Wharton & Garrison and Nina Mitchell Wells, President, Vonn Real Estate Group

Anré Williams, President, Global Merchant Services, American Express and Paula Williams

Terry and Rita Woodard

“Our goal was to educate as many children as we could about the historical importance and contemporary relevance of the march in Selma,” said Bill Lewis, Co-Chairman of Investment

Banking, Lazard. “Seeing so many business leaders in other cities join this spontaneous initiative is a wonderful outcome for the children and for our country.”

The participating Northern New Jersey theaters are:

AMC Clifton Commons 16	Clifton
Edgewater Multiplex Cinemas	Edgewater
AMC Loews Jersey Gardens 20	Elizabeth
AMC Loews Newport Centre 11	Jersey City
AMC Loews Mountainside 10	Mountainside
Cityplex 12 Newark	Newark
AMC Garden State 16	Paramus
Ridgefield Park Luxury Cinemas 12	Ridgefield Park
Kerasotes Showplace 14	Secaucus
Bow Tie Cinemas South Orange	South Orange

To reserve 25 or more student tickets during this program, please visit [www.SelmaMovie.com/studenttickets](http://www.SelmaMovie.com/studenttickets) while tickets last.

To help get the word out about the program, tweet using the hashtag #SelmaForStudents

Directed by Ava DuVernay and starring David Oyelowo as Martin Luther King Jr., “SELMA” earned a Golden Globe for Best Song for “Glory” by Common and John Legend and was nominated for Best Picture, Best Actor and Best Director.

The film also stars Tom Wilkinson, Cuba Gooding Jr., Alessandro Nivola, Giovanni Ribisi, Common, Carmen Ejogo, Lorraine Toussaint, with Tim Roth and Oprah Winfrey as “Annie Lee Cooper.”

Paramount Pictures, Pathé, and Harpo Films present “SELMA.” Produced by Christian Colson, Dede Gardner, Jeremy Kleiner, Oprah Winfrey, the film is executive produced by Brad Pitt, Cameron McCracken, Diarmuid McKeown, Nik Bower, Ava DuVernay, Paul Garnes and Nan Morales. The film is written by Paul Webb. “SELMA” is directed by Ava DuVernay.

“SELMA” is the story of a movement. The film chronicles the tumultuous three-month period in 1965, when Dr. Martin Luther King, Jr. led a dangerous campaign to secure equal voting rights in the face of violent opposition. The epic march from Selma to Montgomery culminated in President Johnson (Tom Wilkinson) signing the Voting Rights Act of 1965, one of the most significant victories for the civil rights movement. Director Ava DuVernay’s “SELMA” tells the story of how the revered leader and visionary Dr. Martin Luther King Jr. (David Oyelowo) and his brothers and sisters in the movement prompted change that forever altered history.

“SELMA” is playing in theaters nationwide. To learn more about the film, go to

<http://www.selmamovie.com>

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**About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

Media Contacts:

Paramount Pictures

Ashley Bodul

(323) 956-7823

[Ashley\\_Bodul@paramount.com](mailto:Ashley_Bodul@paramount.com)

New Jersey

Leslie Gibson

(212) 610-5591

lgibson@castleoaklp.com