

## **MFHA's Showcase of the Stars™ and WN4ME Fact Sheet**

### **WHAT: Showcase of the Stars™**

The Multicultural Foodservice & Hospitality Alliance's (MFHA) Showcase of the Stars™ is a live, in-person career exploration event for minority high school and college students. Select events also target adult professionals transitioning into new careers. This award winning program informs participants from diverse communities about the tremendous career opportunities that exist in the industry by showcasing successful professionals from all segments of the industry.

At each Showcase event, students have the opportunity to learn about jobs, educational options, internships, and scholarship applications. Many of the participating students are on a career track for hospitality.

MFHA's Showcase event has been running nationally since 2000. Since its inception, there have been more than 20 Showcase of the Stars™ events in 15 cities reaching more than 5000 students, 500 schools and 200 educators. Over 300 industry leaders have participated in the program.

### **Goals of Showcase of the Stars™:**

- To educate, motivate and inspire students to pursue careers in the industry
- To communicate the vital message for students to stay in school, aim high and believe in their dreams
- To convey the fact that the hospitality field offers good quality of life and excellent earning potential
- To demonstrate that diversity is valued and needed in the industry

### **Showcase Sponsors**

Sponsors and supporters of Showcase of the Stars™ include ARAMARK, PepsiCo, Coca-Cola, US Foodservice, OSI, McDonald's, Dunkin' Brands, Johnson & Wales University, Morrison Management Specialists, General Mills, Darden and Burger King.

### **2010 Showcase Events**

Cities include Miami, Denver, Providence, Chicago, Prince Anne, Washington D.C., Atlanta, Los Angeles, Minneapolis, Chester, Dallas, Greenville, East Lansing and Charlotte.

### **WHAT: What's Next 4 Me? (WN4ME)**

[www.whatsnext4me.com](http://www.whatsnext4me.com) (WN4ME) is an interactive career exploration website that promotes the food and hospitality industry to high school students. The site profiles successful industry professionals from diverse backgrounds. It was developed with a grant from the U.S. Department of Labor in partnership with Johnson & Wales University and MFHA.

WN4ME's primary objective is to educate youth about the many career options that are available in the various industry sectors. The site is bilingual (English/Spanish) and is customized to address the needs of a diverse student audience.

The website targets 14 to 18 year old students with a special emphasis on including minority youth. The secondary audience for WN4ME includes parents, educators and high school guidance counselors.

In addition to the benefits it provides to young career seekers, WN4ME is designed as a resource where employers can highlight the opportunities that exist in their industry. The site gives both employers and students a forum to describe and understand the many opportunities within the industry through inspirational real life and real people experiences.

**The Multicultural Foodservice & Hospitality Alliance (MFHA)**

MFHA was founded in 1996 to act as a catalyst for change in the area of workforce diversity. Its mission is to bring the benefits of cultural diversity to the food and hospitality industry by building bridges that deliver solutions. MFHA provides diversity research, language learning tools and other resources to assist in diversity development. For more information, visit [www.mfha.net](http://www.mfha.net).

**Media Contact:**

Szilvia Szegedi, MFHA  
401.461.6344  
Email: [Szilvia.szegedi@mfha.net](mailto:Szilvia.szegedi@mfha.net)

For details on Showcase of the Stars™ and the whatsnext4me.com sponsorship, email MFHA at [info@mfha.net](mailto:info@mfha.net) or call 401.461.6342.