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MFHA AND MCDONALD'S HOST THREE CAREER EXPLORATION EVENTS FOR MINORITY STUDENTS

MFHA and McDonald's Partnering with LULAC, Rainbow PUSH Coalition and OCA

CHICAGO (July 17, 2012) – The Multicultural Foodservice & Hospitality Alliance (MFHA) in partnership with McDonald's Corporation successfully kicked off its summer series of Showcase of the Stars™ events this month at the 83rd Annual LULAC (League of United Latin American Citizens) Youth Convention in Orlando, FL and at the Rainbow PUSH Youth Leadership Symposium in Chicago, IL. MFHA and McDonald's will continue to educate, motivate and inspire minority students around the nation with an event hosted by partner organization OCA.

Showcase of the Stars™ is a live, interactive career exploration event that informs students from multicultural communities about the rewarding career opportunities that exist in the food and hospitality industry. The events bring the future workforce and leaders from top companies together for a straight-talk conversation about successful career paths in the industry.

The industry is projected to add about 1 million new jobs by 2020, while the workforce is becoming less White as more Asians, Blacks and Latinos enter. Showcase of the Stars™ aims to communicate the industry's commitment to hire, develop and retain top talent from diverse backgrounds that reflects the changing demographics.

Industry leaders from all career levels and backgrounds participate in the event, providing a wide variety of perspectives and presenting real-life examples about overcoming obstacles, achieving dreams and building a successful career in foodservice or hospitality. Panelists from industry-leading companies include McDonald's Corporation, The Coca-Cola Company, Sodexo, General Mills, Inc., Hyatt Hotels & Resorts, Kellogg Company and Wal-Mart Stores, Inc.

The first two of the series of three Showcase of the Stars™ events received high marks from participants. "I appreciate your efforts in helping the youth of today, especially LULAC young men and women," acclaimed Karla Garcia, district 3 deputy director for young women of LULAC. "We all truly enjoyed having a diverse group of successful men and women speak to us about their careers and we are inspired much more to pursue our careers."

The OCA (Organization of Chinese Americans) National Conference will host the last of the three Showcase of the Stars™ events on August 2nd in Las Vegas, NV.

For more information about future events and to view a video on Showcase of the Stars™, visit www.mfha.net/index.php/events-a-programs/showcase-of-the-stars-trade. For more information about MFHA, visit www.mfha.net.

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The Multicultural Foodservice & Hospitality Alliance (MFHA)

2012 marks The Multicultural Foodservice & Hospitality Alliance's (MFHA) 15th year of making the case for multicultural opportunities in the food and hospitality industry. The 501(c)(3) nonprofit organization educates, advocates for, and connects its members with opportunities to build their cultural intelligence in order to effectively engage multicultural employees, customers, and communities. For more information, visit www.mfha.net.