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AT&T BRINGS BACK 28 DAYS SPEAKER SERIES

Campaign extends to new markets and with a new rhythm challenges consumers to activate their voices, vision and action

DALLAS, December 20, 2011 — [AT&T](#) is bringing back the [AT&T 28 Days](#) speaker series to motivate consumers to have a voice, share their vision and move into action this Black History Month and throughout the new year. Learn more about AT&T 28 Days at att.com/28days.

"The AT&T 28 Days campaign has always been centered around reflecting on the past and creating your own history and this year is no different. Now in its fourth year, the AT&T 28 Days campaign is giving consumers, especially youth, a new campaign sound to listen to that will empower them to achieve their dreams beyond February," said Jennifer Jones, vice president of diverse markets, [AT&T Mobility](#) and Consumer Markets.

The AT&T 28 Days speaker series features some of today's influential and respected leaders offering their own unique perspectives to inspire consumers to use their voices, creative visions and actions to shape their own future. In 2012, four new cities will be added to the AT&T 28 Days speaker series tour: Dallas, Texas; Raleigh, N.C.; Cleveland, Ohio; and Detroit, Mich. AT&T 28 Days will kick off in Dallas, Texas at the House of Blues on Martin Luther King, Jr. Day, Monday, Jan. 16.

Other stops on the seven-city AT&T 28 Days speaker series tour includes:

- Scottish Rite Center; Wednesday, Feb. 1 in Oakland, Calif.
- Fletcher Opera Theater; Wednesday, Feb. 8 in Raleigh, N.C.
- Howard University-Cramton Auditorium; Wednesday, Feb. 15 in Washington, D.C.
- Ohio Theatre; Monday, Feb. 20 in Cleveland, Ohio
- Park West Theatre; Thursday, Feb. 23 in Chicago, Ill.
- Shriners Silver Garden Events Center; Wednesday, Feb. 29 in Detroit, Mich.

The speaker series events are free and open to the general public and tickets are available at att.com/28days on a first come first serve basis. In addition, three of the speaker series events will be streamed live at facebook.com/att28days and the streaming schedule will be announced at a future date. Past AT&T *28 Days* speaker series lineups have included celebrities and thought leaders such as health fitness champion Laila Ali, and hip-hop media mogul and philanthropist Russell Simmons.

"AT&T is always looking for opportunities to expand our programs. This year, we are increasing the number of cities that will host the AT&T *28 Days* speaker series because we want to take this campaign to places that have not yet had the live *28 Days* experience," Jennifer Jones said.

With a new campaign rhythm, AT&T has included an interactive sweepstakes on att.com/28days that will interface with [Facebook](https://facebook.com) and [Twitter](https://twitter.com), for consumers to share inspirational comments and photos in relation to the song. When consumers post comments and photos, they will be entered for a chance to win technology prizes and autographed merchandise. Prizes will be drawn weekly and consumers will be allowed one entry per person.

The AT&T *28 Days* campaign is just one of the ways AT&T supports the African American community. AT&T's continued sponsorship of programs such as the AT&T Nation's Football Classic™ and the AT&T HBCU Tailgate Tour featuring Russ Parr and Rickey Smiley in 2011 showcase the company's longstanding commitment to investing in programs that educate and empower its diverse consumers.

For more information about AT&T *28 Days* and AT&T's Black History Month programs, visit att.com/28days.

Find More Information Online:

Website Links

[AT&T Website](http://att.com)
[28 Days Facebook](https://facebook.com/att28days)
[AT&T 28 Days](https://twitter.com/att28days)
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