



Media Release

Public Relations

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Date: June 13, 2007

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Students Attend Youth Summit, Learn Financial Management

(JACKSON, Miss.) – On Tuesday, June 12, 300 students from Jackson and surrounding areas attended a Youth Empowerment Summit hosted by the Department of Entrepreneurship and Professional Development in the College of Business at Jackson State University. The summit was designed to teach the students about the importance of financial literacy and responsibility. The featured speaker was Farrah Gray, 22, entrepreneur and author of *Reallionaire: Nine Steps to Becoming Rich from the Inside Out*.

Gray, who became a millionaire at the age of 14 through his venture, Farr-Out Foods, and received his first book deal at 19 years old, told participants that business and financial management is critical to success.

“The biggest misconception about black youth is that we don’t have the brainpower necessary to run sustainable businesses. We have it. In most situations, we lack the financial resources our counterparts so often inherit from previous generations.”

Touting investments, he also stressed that everyone needs to have multiple streams of income. “Remember, you can be successful with any investment on this earth, if you know what you are doing.”

Jeromie Harris said Gray gave useful information. “He spoke about life and basically shared what we all wanted to hear -- how to make money,” the 15-year-old Canton, Miss., native said. “I’m pretty good at saving money, but that’s because my parents instill that in me. I’d rather have cash over a credit card any day. People don’t realize that in a sense, cash is gold.”

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The group of 11th-12th graders and college freshmen began the day with a YES Kick-Off Rally with Kelvin Boston, author and host of *Moneywise*, the longest running multi-cultural financial affairs television series, which airs on PBS.

Dr. Mary White, chair of JSU's Department of Entrepreneurship and Professional Development, said the university continues to seek aggressive ways to not only provide academic sense to students and the community, but financial sense and capabilities that will encourage entrepreneurship in the state of Mississippi.

For more information about entrepreneurship opportunities or financial literacy, call the JSU Department of Entrepreneurship and Professional Development at (601) 979-2541.

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