



P.O. Box 56792, Jacksonville, FL 32241

www.jaxaaa.org

email: info@jaxaaa.org

PRESS RELEASE

JACKSONVILLE ASIAN AMERICAN LEADERS ANNOUNCE LAUNCH OF JACKSONVILLE ASIAN AMERICAN ALLIANCE (JAAA)

Asian American Leaders Reaffirm Vision Of A Successful Integrated Society That Recognizes And Celebrates The Strength In Its Diversity.

Jacksonville, FL, August 9, 2006 – The Jacksonville Asian American Alliance (JAAA), today announced its launching as a volunteer non-profit organization that is committed to strengthening the Asian American community in North Florida by promoting cultural awareness, fostering economic growth & partnerships, and encouraging social development and inter-relationships with other races.

"It has been a long-standing objective of the JAAA team to create a dynamic and vibrant organization so we can continue to promote the integration of Asian Americans into the Jacksonville community," said Jay Lee, Chairman of JAAA and two-time Mosaic Awardee. "Asia's rich culture and history has much to contribute to strengthening Jacksonville. Over the coming years, we look forward to working with the City of Jacksonville and the community to encourage social development and civic participation and to promote economic growth. Going forward we will partner with the community to keep the American dream very much alive - - not just for Asian Americans but most important - - for all Americans."

The launch event will be at the University Club on Wednesday, August 9, 2006 at 6PM. Jacksonville community leaders, businesses and civic organizations have extended their support to the new Alliance. The Jacksonville Aviation Authority and SunTrust are sponsoring the launch event. In addition, numerous Jacksonville businesses provided donations for door prizes. At-Large City Council Member Lad Daniels is the guest speaker.

"We share the common goal of promoting awareness of the rich culture of Asia and encouraging social development so Asians can better serve the community. We also wanted to help people develop an appreciation for the various hard-won freedoms enjoyed by all Americans. Using the skills and experiences of our own small business-owner members, we hope to strengthen Asian entrepreneurship," commented Anjna Chauhan, President of JAAA.

"The Alliance's participation in various community events since incorporation in June 2006 shows the dynamism and team-spirit of its members," said Amal Soni, President of The Party Shop and recipient of the Mosaic Award in 2005 & 2006. "Involvement with the city's activities is important to JAAA, not only for the experience it offers but also for demonstrating our commitment to Jacksonville's vision of growth & prosperity."

The Jacksonville Asian American Alliance is incorporated as a Florida nonprofit corporation. JAAA provides Asian Americans in North Florida a venue for actively participating in socio-cultural, civic and economic programs that serve the community.

Contact information:

Call Anjna Chauhan, President (904-294-8898) or Tess Galino, VP for Public/Press Relations, 904-874-8346

Website: www.jaxaaa.org

Email: info@jaxaaa.org

###