



P.O. Box 56792, Jacksonville, FL 32241

www.jaxaaa.org

email: info@jaxaaa.org

PRESS RELEASE

NEW ALLIANCE FOR ASIAN AMERICANS

(Jacksonville, FL – June 30, 2006) The Founding Directors of a new Asian organization are pleased to announce the establishment of the Jacksonville Asian American Alliance (JAAA), a nonprofit organization dedicated to promoting cultural awareness, fostering economic growth & partnerships, and encouraging social development and inter-relationships with other races to strengthen the Asian American community in North Florida.

“Our community needs an organization that reaches out to all Asians in North Florida. We have to do a better job of getting a majority of Asian Americans from various Asian regions involved and not just a few,” Jay Lee, Chairman of the Board, commented. Lee, an active member of the Jacksonville community who owns Sushi Rock Café in San Marco, added: “We believe that diversity strengthens the community.”

The goals of the new Alliance are: (1) Enhance appreciation for the rich cultural and historical traditions of Asia; (2) Promote economic growth, job creation and business expansion; and (3) Encourage social development and civic participation.

Based on these goals, the activities of the new Alliance are focused on the following programs:

- 1) Cultural programs that showcase Asian country’s art & architecture, food & drink, music & dance; literature & drama; theatre, film & television; photography & fashion, customs & traditions; peoples & languages.
- 2) Economic programs that support the development and growth of Asian-American entrepreneurship through business workshops, network, trade missions to Asian countries, job and business fair.
- 3) Educational & social programs that encourage educational excellence, community service and promote awareness of social and political issues affecting Asian Americans. They include scholarship and international students program, lecture series, language assistance to Asians who do not speak English, health outreach and civic mobilization.

The Founding Directors of the Jacksonville Asian American Alliance are: Jay Lee, Chairman (South Korea); Gloria Chu, Vice Chairwoman (Taiwan); Anjna Chauhan, President & CEO (India); Amal Soni, Vice President & COO (South Africa); Dunsong Yang, VP Finance (China); Doreen Flippin, VP Communications (Philippines); Tess Galino, VP Public Relations (Philippines); Philipus Suparto, VP Cultural & Economic Activities (Indonesia); Vida Vongsay, for Educational & Social Activities (Thailand); and Regina Presnal, VP Community Relations (Philippines).

President Anjna Chauhan said, "People from all different regions of Asia are welcome to join our group. We also wish to partner with different businesses and corporations in North Florida. Our organization is open to any individual, group, business or corporation that wants to contribute to the Asian community and Jacksonville. Through our Alliance, we hope to make a difference in the lives of our fellow citizens."

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

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