



January 29, 2010

'The 2011 Project' will kick off Feb. 4

Staff report

A new year-long program will be kicked off to help participants become champions in business, with their finances, in relationships, and with their personal health and fitness.

The Rochester Black Business Association, Rochester Business Alliance, Wilson Commencement Park and African American Leadership Development Program are joining forces to create "The 2011 Project."

The project consists of a full year of activities and includes a major conference, monthly workshops, weekly teleconferences, a daily radio show and other methods to support those who desire and are committed to winning their personal championship in 2011.

Kicking off the program will be a conference from Feb. 4 through Feb. 6, featuring experts in the field of business, marketing, career advancement, personal finance, relationships, health and fitness, and personal development.

For more information, visit the Web site at <http://www.the2011project.com>.