



**FOR IMMEDIATE RELEASE**  
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**NAACP Riverside Branch Selected to participate in National NAACP Train the Trainer Program to Bring Economic Empowerment to Community**

**RIVERSIDE, CALIF. – September 11, 2012** – Late last month, NAACP units from all over the country convened to attend the 2<sup>nd</sup> Annual Train the Trainer at the Financial Freedom Center, headquarters for the NAACP National Economic Department. Train the Trainer is an annual weekend long program that equips NAACP units with the knowledge and tools to engage in economic education and advocacy work in their local communities.

Approximately 40 representatives, including two unit members from NAACP Riverside branch, attended. Units interacted with and received hands on guidance from staff from the National Economic Department along with staff from the National Communications and Policy Departments. Units were trained on utilizing traditional and digital media; advancing policy at the local, state and federal levels; racial economic inequality, financial education, fair lending, state budgets and much more. By the end of the training, unit leaders stated that they felt empowered to take this information and foster economic advancement in their own communities.

Unit leaders also had an opportunity to meet with national partners, like Wells Fargo, Bank of America, Financial Planners Association and NID, who will offer assistance with workshops and counseling in all of these communities over the next year.

A schedule of up and coming economic workshops will be posted at a later date. For more information please contact the NAACP Riverside branch at 951-324-9603.

The Financial Freedom Center, which is also the headquarters of the NAACP Economic Department, aims to educate around the realities and histories of racial economic inequality, recommend practical solutions and mobilize individual and community action.

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