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Darryl R. Matthews, Sr. Profiled in *Urban Influence Magazine's* Annual "Men of Influence" Issue

Fraternity's General President emerges in mainstream media as an agent of change

BALTIMORE, MD (June 14, 2007) – Darryl R. Matthews, Sr., General President of Alpha Phi Alpha Fraternity, Inc., is one of a dozen African-American men who were selected for the Annual "Men of Influence" issue of *Urban Influence Magazine*, a nationally distributed publication targeting young professionals. Matthews is the first leader of an African-American Greek-letter fraternity to be featured in their June/July issue available on newsstands this week.

In the two-page spread, Matthews describes his accomplishments while leading the fraternity during the year of its centennial. He presided over the Centennial Convention where more than 5,000 members assembled in Washington, D.C. – the largest gathering in the fraternity's history. As General President, he led the efforts of a national leadership team to redefine the mission statement as a part of his initiative to create a five year strategic plan.

The former executive director and chief operating officer of the National Association of Black Accountants, Inc. (NABA) also serves as vice-chairman of the board for the Martin Luther King, Jr. Memorial Foundation Project, Inc. Matthews has been instrumental in facilitating the construction of a monument to the fraternity's most prominent member. To date, the foundation has raised more than \$79 million out of the \$100 million needed for the monument.

Matthews not only discusses the achievements of Alpha through its extensive service initiatives, but reveals his own commitment to volunteerism, which includes work for the March of Dimes, the YMCA Fundraising Board, and as a board member of Big Brothers and Big Sisters of Central Maryland. "There is a vital need for the service and leadership we provide to our communities. Participation in our national programs is not an option for our brothers and we expect, no, we demand strict adherence to Alpha's mandates," he said.

Recently, Matthews wrote a guest commentary on gangsta rap for the *Democrat and Chronicle* in Rochester, NY. In the daring piece, he urges the African-American community to "get gangsta rap under control before we lose more of our children to the dangers of those lyrics put into action."

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Matthews discusses the efforts of the fraternity to take back the children, particularly through its major partnership with Big Brothers, Big Sisters of America and commitment to have 10,000 brothers become mentors by 2008.

This Father's Day, "It's Cool to Be Smart" and EWS Enterprises have partnered for the "Why I Love My Daddy!" essay contest and campaign, which highlights father-daughter relationships in the community. Nearly 20 African-American leaders and celebrities, including Matthews, fellow fraternity brother Marc H. Morial, President and CEO of the National Urban League, and Roland Warren, President of the National Fatherhood Initiative, recorded public service announcements for the campaign.

Matthews, a father of three, shares his own experience of watching the relationship between his father and sisters, and how that influenced him in treating Black women with respect. The public service announcement is set to the song "Little Girl," written and recorded by E. Walter Smith and features American Idol contestant Tatiana McConnico.

On the Net:

www.alpha-phi-alpha.org

www.urbaninfluencemagazine.com

<http://www.democratandchronicle.com/>

<http://littlegirlsong.ewaltersmith.com/WhyILoveMyDaddyEssayContest/>

Founded on December 4, 1906 at Cornell University in Ithaca, New York, Alpha Phi Alpha Fraternity, Inc. has continued to supply voice and vision to the struggle of African Americans and people of color around the world. The Fraternity has long stood at the forefront of the African-American community's fight for civil rights, through Alpha men such as W.E.B. DuBois, Adam Clayton Powell Jr., Martin Luther King Jr., Thurgood Marshall, Paul Robeson, Edward Brooke, Andrew Young, William Gray, Cornel West and many others. The fraternity through its college and alumni chapters serves the community through nearly a thousand chapters in the United States, Europe and the Caribbean.

[CLICK BELOW to listen to Mr. Matthew's PSA!](#)

http://www.thelittlegirlsong.com/Darryl_Matthews_PSA.mp3