

## Effort spotlights extraordinary people who exemplify the spirit of diversity

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In honor of Black History Month, Target® last week announced this year's new national multicultural campaign which encourages everyone, everywhere to celebrate diversity. This year's campaign entitled, "Dare.Dream.Do," highlights the personal stories of four extraordinary individuals – Founder and Director of The Angelrock Project Malaak Compton-Rock, National Urban League President and CEO Marc Morial, Chef and Cookbook Author Marcus Samuelsson and Author and Founder/CEO of Translation Marketing Steve Stoute – who Dare, Dream and Do everyday of their lives. Target will promote the "Dare.Dream.Do" campaign through a national media presence including cable network TV, online, in-store and print. In addition, the stories are available at [Target.com/daredreamdo](http://Target.com/daredreamdo).

"Fostering an inclusive culture is part of the DNA of Target; the variety that our guests, team members and local communities provide consistently inspires and informs our business choices everyday," said Greg Cunningham, group manager, marketing, Target. "Our 'Dare.Dream.Do.' campaign celebrates diversity and the stories of leaders and influencers. This, coupled with our product assortment, helps encourage our guests to appreciate each others' differences all year long."

Since 2006, Target has celebrated Black History Month with a national campaign to recognize the history, legacy and contributions of African American innovators and, in doing so, aims to encourage everyone to dream in color without the confines of black and white. In past years, the campaign highlighted inspirational stories from a number of influencers, including Debbie Allen, Iman, John Legend, Maya Angelou, Sylvia Woods, Holly Robinson Peete, India.Arie, Bethann Hardison and Thelma Golden. Additionally, Target continues to partner with the Smithsonian Institution to offer free online lesson plans, resources, curriculum ideas and activities for educators of elementary, junior high and high school students to further encourage classroom celebrations. For more information regarding online curriculum, visit [Target.com/teachers](http://Target.com/teachers).

Currently, available exclusively at Target stores nationwide, The Black List Vol. II showcases prominent African Americans, including Angela Davis, Laurence Fishburne, Suzanne de Passe, Tyler Perry and Maya Rudolph, and offers their personal insights on the struggles, triumphs and joys of black life in America and, in the process, redefines "black list" for a new generation. The powerful documentary was created by award-winning journalist Elvis Mitchell and renowned photographer Timothy Greenfield-Sanders. The Black List Vol. I and II each retail for \$9.99.

Minneapolis-based Target Corporation serves guests at 1,740 stores in 49 states nationwide and at [Target.com](http://Target.com). Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.