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Emmett Scott Recreation Center Director Speaks on Unity at Kwanzaa

Winthrop University

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Quick Facts

- Latoya Mayes '06, who earned her B.A. in mass communication at Winthrop, is the keynote speaker for this year's Kwanzaa celebration.
- The celebration will be held Nov. 29 at 7 p.m. in Dina's Place, located in the DiGiorgio Campus Center.



Latoya Mayes

ROCK HILL, S.C. - **Latoya Mayes '06**, director of the **Emmett Scott Recreation Center** in Rock Hill, will be the keynote speaker for the **2011 Kwanzaa Celebration** on Nov. 29.

Mayes will speak on Umoja or "unity," which is one of the seven principles of **Kwanzaa**. This year's 7 p.m. celebration in **Dina's Place**, located in the **DiGiorgio Campus Center**, will include Mayes' speech and a performance by the **West African Drum Ensemble**. The program also will include the aspects of a typical **Kwanzaa Celebration**: welcoming, remembering, reassessment, recommitment and rejoicing, concluded by a farewell statement and a call for greater unity. A short reception will follow at 8 p.m.

Mayes, who earned a bachelor's degree in mass communication from Winthrop, is the founder of **C.R.A.V.E. Incorporated and Amazing Motivation**. Her mission is to implement a curriculum of recreational and cultural opportunities as well as principled activities that focuses on teaching the importance of character, respect, attitude, value and education to enhance the quality of life.

Kwanzaa, a non-religious celebration founded in 1966, is based on **seven principles: unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity and faith**. The principle of Umoja signifies that "success starts with unity; unity of family, community, nation and race."

Traditionally celebrated Dec. 26-Jan. 1, **Kwanzaa** is celebrated before Christmas break at Winthrop.

The Nov. 29 celebration is an approved global cultural event for students.

For more information, contact **Kinyata Adams**, program director for **Multicultural Student Life and Off-Campus Student Affairs**, at 803/323-4503.

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IN THE HEART OF THE CAROLINAS

