

1149 Main Street
Dartmouth, Nova Scotia
B2Z 1A8



Phone: (902) 434-6223
Fax: (902) 434-2306
Toll Free: 1-800-465-0767

Black Cultural Centre for Nova Scotia

• *Museum-Library Complex* •

May 30, 1996

Mr. Earvin (Magic) Johnson
c/o Front Seat Marketing
Suite 515, World Trade Centre
1800 Argyle Street,
Halifax, N.S.
B3J 3N8

RE: Speaking engagement while in Nova Scotia, October 24, 1996

Dear Sir:

The Black Cultural Society of Nova Scotia wishes to extend its warmest greetings to you and your family.

Our organization was founded in 1977 and oversees Canada's first and still only African Canadian Cultural Centre (brochure enclosed), which opened in 1983. Our mandate of Preserve, Protect and Promote African Canadian Culture in Nova Scotia and outside of our borders is an ongoing challenge, but one that we readily accept. One area which we pride ourselves on, is our close contact and relationship with youth of all races, as they seek out information and address issues such as racism. Presentations on site and off site have us reaching approximately 10,000 school aged youth annually.

We have recently had confirmation of your pending visit to Halifax, accompanied by your "ALL STAR" basketball team. I congratulate you on your choice of a venue, as Halifax proudly lays claim to the title, Canada's Basketball Capital. (With regrets to Toronto and Vancouver)

While in Halifax (Thursday Oct. 24; approx. 9.30a.m.-11a.m.), we wish to invite you and any other members of your group to visit the Centre and speak to some local school students. I perceive that between 350 - 400 students would be involved, many of them from North and East Preston, Canada's oldest and largest indigenous African Canadian Community.

HIV and it's compounded illness, AIDS, is a topic that not only African Canadian, but youth of all cultural backgrounds must be continually educated about. Your efforts in this area, for many of us (as parents) surpass the accomplishments of your historic career. We can guarantee that widespread media attention would document your visit, which I am sure would have a positive impact on your primary reason for being in our region (the game).

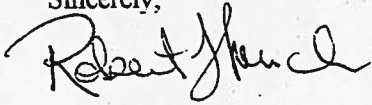
Our site has been a mandatory stopping point for any and all individuals looking to connect with the African Canadian community in Nova Scotia. Notable persons who have visited in the past include Mr. Bill White (former President of the National League), Ferguson Jenkins (Member, Baseball Hall of Fame), Martin Luther King III, Princess Anne of England, Dr. Anita Hill, vocal group - the Manhattens and Dr. Molefi Asante (Temple University) to name but a few.

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The invitation we extend to you, we believe is of great importance to the youth of our communities. We recognize and appreciate the many requests you are encumbered with, but suggest, that in this region of Canada, the phrase "a once in a lifetime opportunity" really does have significant meaning.

I look forward to what we hope will be a positive response. Thankyou.

Sincerely,

A handwritten signature in cursive script that reads "Robert French". The signature is written in dark ink and is positioned above the printed name.

Robert French, Program Coordinator