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**For Immediate Release:**

**“One Person Can Make a Difference”:** Getrude Matshe, Author and Activist, to Speak at Cambridge College on February 28, 2012

**CAMBRIDGE, MA, February 17, 2012** –Cambridge College is proud to announce that Getrude Matshe, author, activist and founder of the Africa Alive Foundation, will speak at the College on Tuesday, February 28 as part of the College’s celebration of National Black History Month. The event will be held at 1000 Massachusetts Avenue and will begin with a reception at 6:30 p.m., followed by Ms. Matshe’s presentation at 7:00 pm.

Ms. Matshe’s talk is presented in partnership with the AIDS Action Committee, the Cambridge Chamber of Commerce, the City of Cambridge, the Cambridge Community Foundation, and The Possible Project; with speaker accommodations provided by the Hotel Veritas in Harvard Square. The talk will focus on the theme “one person can create change” through dedication to problem-solving and ethical business practices.

“Business history is filled with stories of staffers, sales reps, mid-level managers and even factory workers who created change inside their companies,” said Matshe. “These individuals solved problems, created opportunities and inspired entire industries.”

Ms. Matshe is an acclaimed international speaker and founder of several organizations including the Africa Alive Foundation, which supports HIV orphans in Zimbabwe. Her book, *Born on the Continent – Ubuntu*, details a story that began with Matshe’s guest lecture at Cambridge College in 2008, where she inspired a student named Alexandra Vanegas to begin collecting books for a small library in Zimbabwe in great need of repair and replenishment.

“Her lecture was amazing, and I felt personally moved and inspired by her journey,” said Ms. Vanegas, who collaborated with Cambridge College professor Barbara Kofske Reid and fellow student Jessie Bartlett to begin collecting over 500 books for the library under a project entitled “Africa 500.”

“We are greatly looking forward to welcoming Ms. Matshe back to the Cambridge College campus, and to her reunion with Professor Kofske Reid and Ms. Vanegas,” said Joy King, director of Alumni Affairs, “This type of dedicated activity is a perfect demonstration of the College’s commitment to underserved populations, wherever they may be.”

The event is free and open to the public. Cambridge College is located at 1000 Massachusetts Ave in Cambridge, between Harvard and Central squares.

**Cambridge College:**

Cambridge College ([www.cambridgecollege.edu](http://www.cambridgecollege.edu)) is dedicated to providing academically excellent, time-efficient, and cost-effective higher education for a diverse population of adult learners for whom those opportunities may have been limited or denied. Founded in 1971, Cambridge College is a private non-profit institution of higher education accredited by the New England Association of Schools and Colleges Commission on Institutions of Higher Education, (NEASC CIHE). Comprised of four schools – Undergraduate Studies, Education, Psychology and Counseling, and Management – Cambridge College enrolls more than 8,000 students each year in professional education and undergraduate, graduate and doctoral-level degree programs at the main campus in Cambridge, Massachusetts and across seven regional centers nationwide in Springfield and Merrimack Valley, MA; Chesapeake, VA; Memphis, TN; Augusta, GA; San Juan, PR; and Inland Empire, CA. The College accepts selected transfer credits for both graduate and undergraduate programs, and schedules evening and weekend classes designed for adult learners.

**AIDS Action Committee of Massachusetts**

AIDS Action Committee of Massachusetts is the state's leading provider of prevention and wellness services for people vulnerable to HIV infection. It provides services to one in six people in Massachusetts living with an HIV diagnosis. These services include HIV counseling and testing; needle exchange; mental health counseling; housing assistance; and legal services. AIDS Action works to prevent new HIV infections, support those affected by HIV, and tackle the root causes of HIV/AIDS by educating the public and health professionals about HIV prevention and care; and advocate for fair and effective HIV/AIDS policy at the city, state, and federal levels. Founded in 1983, AIDS Action Committee of Massachusetts is New England's first and largest AIDS service organization. <http://action.aac.org>

**Cambridge Chamber of Commerce**

The Cambridge Chamber of Commerce (CCC) is a 1,500-member not-for-profit organization representing all sectors of the Cambridge economy. Its diverse membership and deep expertise in government affairs, business development, professional development and business philanthropy attract employers of all sizes. Since its inception, the Chamber has been actively engaging local business leaders in governmental and philanthropic activities, connecting and educating its members, and providing a forum for addressing the needs of the Cambridge business community. <http://www.cambridgechamber.org/>

**Cambridge Community Foundation**

Cambridge Community Foundation (CCF) serves as a catalyst for a strong Cambridge. The Foundation regularly assesses community needs and brings together the nonprofit, government, philanthropic and business sectors to jumpstart solutions. Each year CCF gives over \$1 million in grants to more than 100 local agencies and provides many hours of technical assistance and training that strengthens local nonprofits. As the only foundation focused on all of Cambridge, CCF promotes local philanthropy and partners with donors to establish charitable funds that improve community life both now and in the future. Through its work, the Foundation proves that donors contributing together through a community foundation have a powerful capacity to effect change. <http://www.cambridgecf.org>

**The Possible Project**

The Possible Project utilizes entrepreneurship to inspire young people who have untapped potential, empowering them with the skills required to achieve enduring personal and professional success. We guide our students through a novel dynamic curriculum, hands-on work experience, and assistance with entrepreneurial endeavors and career goals. We strive to have all our students use their skills to move through a high-level career path and improve their communities while remaining committed to the principle that ANYTHING IS POSSIBLE!

[www.possibleproject.org](http://www.possibleproject.org)

#### **City of Cambridge Department of Human Services**

The Cambridge Department of Human Service programs provides a wide array of services to meet the needs of Cambridge residents, including child care and family support programs, community and youth programs, adult basic education programs, services for homeless residents, workforce development programs, recreation programs, fuel assistance, and services to and programs for seniors and disabled residents. The Department provides services in every public school and in many other locations throughout the city. <http://www2.cambridgema.gov/dhsp/>

#### **The Hotel Veritas**

Hotel Veritas is a 31-room independent, high-end hotel offering intimate service in a hip Cantabrigian setting. The entire look and feel of the hotel in Harvard Square is elegant and current, with a respectful nod towards the traditional and historic neighborhood.

<http://www.thehotelveritas.com>

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