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AIDS Activist and Author Getrude Matshe to Speak at Cambridge College

CAMBRIDGE, MA—AIDS advocate and author Getrude Matshe built her career upon an inspiration. Now, she hopes to have the same effect on others when she speaks at Cambridge College on **Wednesday, October 8th from 6:30-8 p.m. at the College's main campus, 1000 Massachusetts Ave, Cambridge.**

With more than 100 AIDS orphaned children in her own extended family, Matshe has dedicated herself to raising funds to support 17,000,000 children, an entire generation of AIDS orphaned children, born in Africa. Inspired by a 2004 Oprah Winfrey show that was filmed in South Africa and fueled by her deep love for her homeland and the plight of these children, Matshe answered Oprah's call by publishing a book, *Born on the Continent* (www.bornonthecontinent.com). Matshe's intention was to sell enough copies of the book to raise the millions of dollars required to house, feed, educate and nurture Africa's AIDS orphaned children. With the help of the authors of *Chicken Soup for the Soul* and the teachers in the movie *The Secret*, Matshe learned how to tap into the power of the internet to optimize the sale of her book. The group of thinkers also developed the idea of holding a tele-fundraiser for The Africa Alive Education Foundation, a foundation Matshe set up two years ago (www.africaaliveonline.com). The telethon fundraiser is slated to take place next month.

This event is part of the Strategies for Success class in the Cambridge College undergraduate program. The event is free and open to the public. For more information and to RSVP, please contact Professor Barbara Koffske Reid at barbara.reid@cambridgecollege.edu.

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Page 2- AIDS Activist and Author Getrude Matshe to Speak at Cambridge College

Founded in 1971, Cambridge College is a private, non-profit institution dedicated to providing academically excellent, time-efficient, and cost-effective higher education for a diverse population of working adults for whom those opportunities may have been limited or denied. Cambridge College has sites in Cambridge, Springfield, and Lawrence, MA; Memphis, TN, Chesapeake, VA; Augusta, GA; Ontario, CA; and San Juan, Puerto Rico.

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