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N E W S F O R T H E P R E S S
R E L E A S E A T W I L L

RESTON CONFERENCE SPEAKER
IS "SOUL CITY" DEVELOPER

RESTON, VA., AUG. 15, 1974---Floyd B. McKissick, the keynote speaker for the luncheon session of the one-day conference on "New Towns," a new highlight of the three-day Reston Black Arts Festival, is the developer of the highly publicized "Soul City" in North Carolina.

"Soul City" is a bold new undertaking launched by the former national director of CORE, and is regarded in business

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circles as one of the "most innovative economic development programs ever attempted by a black American."

McKissick, a former Durham, N.C., lawyer, currently is president of Soul City Co., the financial and management arm of the Soul City project.

He will speak on "Soul City: The Interdynamics of a New Town" at the luncheon session, and be among an array of other town planners, community developers, urban consultants and governmental experts who will participate in panel discussions on "New Town Perspectives" throughout the day-long program.

ACTIVE ORGANIZER

McKissick is an active organizer. Under his leadership, the Soul City Co. has already sold \$5 million in HUD-guaranteed bonds and arranged for over \$27 million in additional funding for specific projects, such as a regional water system needed badly by the residents of the two-county area in which Soul City is located. Another \$9 million in bonds will be sold when necessary.

Mr. McKissick has always been an organizer. He is the founding father of both the National Conference of Black Lawyers and

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the National Committee for a Two-Party System, Inc.

He attended Morehouse College, served in the army during World War II, resumed his education at North Carolina Central University after military service, and later became the first black student to attend the University of North Carolina Law School. He was admitted to the North Carolina Bar in 1952.

In 1963, McKissick was elected national chairman of the Congress of Racial Equality (CORE) and in March, 1966 named its national director. He served in the latter capacity until 1968 when he resigned to help build the "Black Economy" he had talked so much about.

\$14 MILLION PROJECT

He organized McKissick Enterprises and in July, 1972, gained a \$14 million guarantee for Soul City bonds through Department of Housing and Urban Development under the leadership of HUD Secretary George Romney.

"Soul City" is unique in two respects: (1) It is the only one of 12 HUD-guaranteed new towns that is "free-standing" and not the satellite of a major urban area, and (2) It is the first guarantee given to a new town whose principal sponsor is a black-owned enterprise.

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