



Salute Her™: Beauty of Diversity Tour Encourages Women of Color Nationwide to Seize Their Moment with 2018 Call to Action “The Time is Now”

8thth Annual celebration of women adds ‘new’ tribute to female veterans and everyday women making a difference

Washington, DC (August 13, 2018) - From pioneers to innovators, nationally-syndicated **Café Mocha Radio** continues its tradition of honoring outstanding women with the **2018 Salute Her™: Beauty of Diversity Tour**. Presented by **Toyota**, this year’s tour will inspire women with a dual theme and call to action, “**The Time is Now.**” Set to launch in partnership with **AARP**, the former luncheon turned evening networking reception and Salute Her Awards™ will be held in theater-style venues across the country with Café Mocha affiliates; WHUR-FM 96.3-Washington, DC (August 22), WBLS-FM 107.5 New York City (September 27), MAJIC-FM 94.5 Dallas (November 3), WBAV-FM V101.9 Charlotte (November 9) and MAJIC-FM 107.5 Atlanta (November 16).

The Gracie Award winning Café Mocha show has emerged as the #1 radio show for multicultural women and has amplified the dialogue around various women’s issues ranging from health, relationships, beauty to social justice. Known as ‘radio from a woman’s perspective,’ the show continues to push boundaries addressing today’s political climate in an engaging environment, thanks to hosts actress/comedian **Loni Love**, legendary Hip Hop icon **YoYo** and broadcast veteran **Angelique Perrin**. Says Café Mocha creator and executive producer Sheila Eldridge, “The Salute Her Tour brings Café Mocha to life in a way that not only inspires our listeners to be champions for positive change, but also allows us to recognize everyday ‘she-roes’ and celebrities who are doing just that.”



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www.CafeMochaRadio.com

New Salute Her honorees in 2018 include the inaugural “**Toyota’s American Pride Award**” presented to a female veteran in each market. **AARP** returns encouraging the public to nominate an everyday woman doing extraordinary things through the show’s ‘**HER**’ initiative. Newly-minted supporting beauty partners Mielle Organics Hair Care and Vera Moore Cosmetics will host ‘**Conversation with**’ CEO chats in select markets at the Salute Her: Beauty of Diversity Chic Boutique pre-receptions.

Café Mocha Radio 2018 Salute Her: Beauty of Diversity Tour Schedule

Wednesday, August 22 – Washington, DC; Arena Stage Theater
Thursday, September 27 – New York City; Mist Harlem
Saturday, November 3 – Dallas; Renaissance Addison Hotel
Friday, November 9 – Charlotte; Booth Theater
Friday, November 16 – Atlanta; Riverside Theater

The **SHT** supports the **Mocha Cares Foundation**, which helps provide services to combat homelessness, domestic violence and foster care through mentorship programs.

About the Salute Her Awards™:

Café Mocha launched its annual Salute Her Awards events in 2011, with a mission to recognize dynamic women who have made contributions in their communities and breaking down barriers. Since its inception eight years ago past honorees include activist **Sybrina Fulton**, broadcast personality **Wendy Williams** and **Iyanla Vanzant**, “Empire” actress **Ta’Rhonda Jones**, CNN correspondent **Fredricka Whitfield**, renowned White House journalist and author **April Ryan** and legendary actress **Pam Grier**, actress/humanitarian **Sheryl Lee Ralph**, **Cynthia Bailey**, **Kim Fields**, **Malinda Williams**, **Terri J. Vaughn** and Vy Higginsen, singers Gloria Gaynor, Stephanie Mills, Fantasia Barrino Taylor, Syleena Johnson and Tamela Mann, influencers Constance White, Luvvie Ajayi, Lola Ogunnaike, Jamie Foster Brown, Shirley Strawberry, fashion designer Barbara Bates, Dr. Bernice King, Deanna Brown Thomas, Ricki Fairley, NBA mom Wanda Durant and Ilyasah Shabazz to name few. [Take a look at our 2017 Salute Her Tour highlights.](#)

For more information on how to attend, nominate and support the **2018 Salute Her Awards and Tour** go to www.cafemocharadio.com or www.saluteher.com and download the Café Mocha app to enter to win a ‘**weekend getaway**’ with Café Mocha hosts Loni Love, YoYo and Angelique.

About Café Mocha Radio:

Café Mocha is the brainchild of award-winning media veteran Sheila Eldridge. Created by and for Women of Color and syndicated nationally in more than 30 markets and on Sirius/XM Channel 141, Airing in such major markets as New York, Chicago, Atlanta, Dallas, Houston and Washington, D.C is co-hosted by comedienne/television host Loni Love (Fox’s “The Real”), hip-hop icon YoYo, and broadcast veteran Angelique Perrin. The two-hour show features the latest in urban music, lively chats from an unabashedly women’s perspective, no-holds barred advice



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and exclusive interviews with top performers, celebrities, politicians and civic leaders. Syndicated by Compass Media Networks, Café Mocha is the only national show that speaks directly to African-American women, ages 25 to 54, who represent a combined buying power of more than \$1.2 trillion. Visit Cafe Mocha Radio on @cafemocharadio IG, twitter, Facebook; YouTube: Cafemocharadio; and download the Café Mocha app. [Here's a taste of Café Mocha!](#)

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