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D.R.E.A.M. Embarks on Partnership with The Millennial Effect in 2011

New York, NY, January 1st, 2011 - D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens), has partnered with The Millennial Effect (TME), a full-service consulting firm that has expertise in public relations, marketing and branding, management and booking, and event planning services.

The partnership grants D.R.E.A.M. access to The Millennial Effect's wealth of branding, publicity, and marketing expertise. Both TME and D.R.E.A.M. fully recognize the importance of empowering America's youth and look forward to creating a dynamic partnership to do so. TME will provide D.R.E.A.M. with consulting on marketing and public relations strategies to effectively inform urban audiences about the importance of fiscal literacy and responsibility.

TME is excited to build a substantial partnership with D.R.E.A.M. and looks forward to the impact on the community. Founder and visionary of D.R.E.A.M., Femi Faoye, is optimistic about the possibilities the partnership will provide. "I am very pleased to have the opportunity to work with a dynamic firm such as TME. Their expertise will have a significant impact on the development and perception of the D.R.E.A.M. brand. I look forward to what the future has in store."

The Millennial Effect offers public relations, marketing and branding, management and booking, and event planning services. For more information please visit www.millennialeffect.com

About D.R.E.A.M.

D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens) is a cutting edge, financial education and advocacy organization committed to empowering minority and urban youth by equipping them with the essential knowledge for life's challenging financial decisions. D.R.E.A.M. is training the next generation of citizens who will foster change within America's urban communities, which will result in a radical shift in the financial practices of our nation's urban citizens. D.R.E.A.M. offers a range comprehensive programming for high school students focusing on developing personal finance skills and investment expertise. For more information, log on to www.dream-nyc.org. Follow us on twitter : @Dream_nyc and "Like" us on Facebook: D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens).