

**FOR IMMEDIATE RELEASE**

**Microsoft Celebrates Asian/Pacific American Heritage Month with NAAAP-OC**

**Mission Viejo, May 9, 2011** – In order to celebrate and promote May as Asian/Pacific American Heritage Month, the Microsoft store at The Shops at Mission Viejo is sponsoring the Orange County chapter of the National Association of Asian American Professionals (NAAAP) with “connect”, a professional networking mixer, Saturday May 14<sup>th</sup> at the store (Microsoft Store, 578 The Shops at Mission Viejo, Mission Viejo, CA 92691) from 7 PM - 10 PM.

All proceeds from the mixer will benefit Media Action Network for Asian Americans (MANAA) as part of NAAAP’s Networking for a Cause series. This will help MANAA continue their mission of monitoring the media and advocating balanced, sensitive, and positive portrayals of Asian Americans.

“connect” is open to the public—\$5 for NAAAP members, \$10 for non-members; and a membership special of \$25, which includes event admission, one-year membership to NAAAP-OC, and one raffle entry (a \$25 savings); registration is available online at [www.naaapoc.org](http://www.naaapoc.org). The event will have complimentary food and drinks for attendees donated by [Izze](#) and [Chick-fil-A Foothill Ranch](#).

Also available at the event is a drawing for one grand prize of an Xbox Kinect bundle, a \$300 value which includes a 4 GB XBOX 360 console, Kinect Sensor, Kinect Adventures games, and one month of Xbox LIVE Gold Membership. Entries for the drawing are \$10/each and \$20 for three tickets.

**About NAAAP Orange County:**

The National Association of Asian American Professionals (NAAAP) is the largest and fastest growing non-profit Asian-American professional organization in the U.S. and Canada. Through its all-volunteer committees, NAAAP promotes the career advancement and leadership development of its members in all fields by offering networking and community service events, respecting Asian multiculturalism, and supporting diversity. The Orange County Chapter was founded in 2008 to bring NAAAP’s mission of cultivating and empowering leaders for professional excellence; connecting accomplished professionals for mutual success; engaging and participating with the community-at-large; and inspiring leaders to make a meaningful difference in government, education, business, and society. For more information, visit [www.naaapoc.org](http://www.naaapoc.org).

**About Microsoft Store, Mission Viejo:**

The Microsoft Store strives to be a positive, active influence within local communities through regular activities, contributions, and outreach. Our mission is to help people and businesses throughout the country to realize their full potential by providing educational opportunities through community engagements. To date, the Microsoft Stores have given 2.2 million dollars in in-kind donations to local communities with a commitment of growth and long-term partnerships.

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