

FOR IMMEDIATE RELEASE

The Allstate Tom Joyner Family Reunion Celebrates Ten Years of Unforgettable Family Fun

"Party with a Purpose" returns to Orlando for Labor Day weekend of events

(Orlando, Fla., June 14, 2012) - Tom Joyner, host of the nationally syndicated *Tom Joyner Morning Show*, along with **Allstate Insurance Company**, are celebrating ten unforgettable years of family fun and excitement with the **2012 Allstate Tom Joyner Family Reunion**[®]. This Labor Day weekend, Aug. 30 – Sept. 3, families from all over the country will join Joyner and his celebrity friends for a weekend filled with stellar concerts, access to select theme parks, interaction with celebrities and leaders, enlightening seminars, and more than 50 planned activities for people of all ages. The event will be held at the newly remodeled Gaylord Palms Resort & Convention Center in Orlando, Fla.

In addition to the concert spectaculars, the event has been highlighted by celebrity families that have included Sinbad and Meredith Adkins, Terry and Rebecca Crews, Boris Kodjoe and Nicole Ari Parker, NBA executive Allan Houston and wife Tamara, and David and Tamela Mann in attendance with their families. Community initiatives such as Allstate's X the Text, a teen driving safety initiative, and Quotes for Education, which was developed to support Historically Black Colleges and Universities, have also been made available to attendees.

Furthermore, every weekday from June 4 - 29, [Allstate](#) along with the [Tom Joyner Morning Show](#) will be giving away 20 family all-inclusive packages to the Allstate Tom Joyner Family Reunion.

"The Allstate Tom Joyner Family Reunion creates an atmosphere of one true family that celebrates people and what we love," says Joyner, whose radio show airs in over 105 markets with an audience of more than eight million listeners. "When we first created this event, we wanted families to experience a truly spectacular vacation that was unique, all-inclusive, affordable and more than anything...entertaining. And not only have we done that, but we've done it for ten years strong. We have created a new Black Family tradition that has come to represent entertainment, exclusivity and fun – and I hope we continue creating lifetime memories for families for another ten years and more."

Created in 2003, thousands of families flock to Orlando each year to attend Joyner's family "party with a purpose." Last year alone, more than 14,000 guests made their way to the sold out event, which included show stopping performances by Jennifer Hudson, Kenneth "Babyface" Edmonds, Keith Sweat, Soulja Boy, Kirk Franklin, Mindless Behavior, Diggy Simmons, and many more. Other past artists have included Aretha Franklin, Earth, Wind & Fire, Chris Brown, Destiny's Child, Lionel Richie, LL Cool J, Charlie Wilson, Dr. Bobby Jones, and news anchor Soledad O'Brien.

"The Allstate Tom Joyner Family Reunion continues to provide families with a fun, affordable weekend of activities," said Cheryl Harris, Allstate's senior vice president of sourcing and procurement. "Allstate is proud to have partnered with Tom Joyner for ten years and celebrate the importance of family fellowship and togetherness. We hope to continue to lend our 'good hands' to the good times for years to come."

An unrivaled event, The Allstate Tom Joyner Family Reunion has the highest standards in entertainment, value and exclusive activities. Included in every event package is one guestroom for a five day/four night stay at the host resort and tickets to daily concerts and theme parks with private events for Family Reunion attendees only. These "golden tickets" grant event attendees admission to the Family Expo, Sunday's Family Fun Day, Thursday night reception, Friday night dinner and the Saturday BBQ. Guests are even given complimentary scheduled transportation for airport and theme park transfers and access to the Friday morning special Tom Joyner Morning Show broadcast.

Listeners in Central Florida, Orlando and surrounding areas are very active in attending the Allstate Tom Joyner Family Reunion filling the expo hall and the concerts, celebrating the weekend in their town.

For more information about the 2012 Allstate Tom Joyner Family Reunion, go to www.BlackAmericaWeb.com or call 407-248-9191.

About the Tom Joyner Morning Show

The nation's #1 syndicated urban morning show, which airs in more than 105 markets reaching nearly 8 million listeners, has distinguished itself over the years as continuously giving back to its audience with quality programming, highly popular promotions, special events and philanthropy. Since 2004, Joyner has awarded millions in cash and prizes to contest winners and his Foundation has raised more than \$60 million to help keep students in historically black colleges and universities. The Morning Show with co-hosts Sybil Wilkes, J. Anthony Brown and senior news analyst Roland Martin, also features "Inside Her Story" with Jacque Reid; political commentary from Stephanie Robinson and Jeff Johnson; and celebrity news with Jawn Murray, as well as comedic observations from D.L. Hughley and the Celebrity Snitch Huggy Lowdown. Joyner's website, BlackAmericaWeb.com, has more than 1.5 million registered users and delivers news with exclusive reports from award winning journalists and unprecedented political coverage as well as interactive elements with on demand audio.

About Allstate

[The Allstate Corporation](http://www.allstate.com) (NYSE: ALL) is the nation's largest publicly held personal lines insurer, serving approximately 16 million households through its Allstate, Encompass, Esurance and Answer Financial brand names. Widely known by its slogan "You're In Good Hands With Allstate[®]," Allstate offers insurance products (auto, home, life and retirement) and services through Allstate agencies, independent agencies, and Allstate exclusive financial representatives, as well as via www.allstate.com and 1-800 Allstate[®]. As part of [Allstate's commitment](#) to strengthen local communities, The Allstate Foundation, Allstate employees, agency owners and the corporation provided \$28 million in 2011 to thousands of nonprofit organizations and important causes across the United States.

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