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FOR IMMEDIATE RELEASE

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FOR INFORMATION CALL

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March 15, 2018

Ald. Milele A. Coggs  
(414) 286-2994

## **Johnson receives Vel Phillips Trailblazer Award**

Yesterday (March 14) during the Girls' Day at City Hall event, **Jasmine M. Johnson** received the Vel Phillips Trailblazer Award for her service to the community.

Bestowed by **Alderwoman Milele A. Coggs**, the award recognizes selfless service and work to improve the quality of life for residents in Milwaukee. Ms. Johnson helped found 29/Eleven an entity whose mission it is to bring interactive cause marketing initiatives to urban areas that reach individuals and bridge volunteerism in a non-traditional manner in order to bring impact and drive results that give hope and a future.

Through 29/Eleven she has brought well recognizable events to Milwaukee like "Fit to a Tea," an annual event that celebrates sisterhood by bringing women together in a formal setting for serious discussions on important issues, including health, wellness, and wealth. She also has done "Fight Like a Girl," an annual breast cancer awareness event, as well as Recycle the Black Dollar, One MKE and more.

"Jasmine has made signature empowerment events in Milwaukee that have brought in well-known guests speakers who touch on important issues, encourage wealth creation, push for diversity and inclusion, and stimulate political engagement and improved health of the Milwaukee community," Alderwoman Coggs said.

"I was honored to be able to bestow the inaugural Vel Phillips Trailblazer Award to Ms. Jasmine Johnson," she said.

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## **Vel Phillips Trailblazer Award/ADD ONE**

Ms. Johnson works for Pfizer, Inc. as Senior Manager of Alliance Development for the State of Illinois, overseeing advocacy strategy to support Pfizer's legislative and policy objectives. She is a graduate of the University of Wisconsin- Parkside where she earned a Bachelor of Science degree in Business Management, and she also holds a Master's of Science Degree in Management from Cardinal Stritch University.

"All of Ms. Johnson's civic and professional endeavors make her a true inspiration for all who attended Girls' Day at City Hall," said Alderwoman Coggs.

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