



## Groundbreaking New Poll on Race In Dallas

DALLAS, TX Nov. 13, 2014 \_\_ A provocative new research project reveals that large numbers of Dallasites are largely optimistic about race relations over the next five years, but gains against discrimination will require strong leadership from public servants and elected officials.

Almost one-half of African-Americans, Latinos and Anglos said the children of all ethnicities deserve a future with less racial discrimination, and that those changes will boost the economy.

Those are two of the core findings in a new poll of 600 Dallasites commissioned by the Embrey Family Foundation and released at the beginning of a major national conference in Dallas on racial justice, attended by more than a thousand participants.

Lauren Embrey, president of the Dallas-based foundation, whose mission is to cultivate human rights awareness and advance social justice initiatives nationally, said the poll has convinced her organization that the time is right for a race-related advocacy effort in Dallas, as a potential pilot for a national project.

“This public opinion research project reinforced my belief that Dallas is ready to see the city move forward on racial equality – for the sake of our children, schools, democracy, and the economy – and we agree that for Dallas to reach its full potential as a world-class city, it needs to put racial discrimination behind it,” said Embrey, whose organization joined with the Boone Family Foundation last year to launch Dallas Faces Race, a forum comprised of 285 partner organizations dedicated to racial justice.

The full results of the poll, conducted over the past few weeks by Lake Research Partners, a global public opinion research firm, will be released during a news conference today at 11:30 in the Monet Ballroom of the Hilton Anatole. The poll can also be found at <http://bit.ly/ResultsDFR> .

For more information please contact Violet Tsagka at 917.362.2262 [violet@turner4D.com](mailto:violet@turner4D.com); or Minerva Rodriguez at 214.632.9035 [minerva@mrrpr.com](mailto:minerva@mrrpr.com)

#####