

BLACK HISTORY MONTH 2012

# AFRICAN AMERICAN HEROES & HERITAGE

Discover historic figures  
who helped shape our nation



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February 2012

Dear Friends,

ShopRite is once again proud to join with our customers in celebration of Black History Month, which honors the heritage and traditions of the African American community.

The collection of heroes displayed here represents some names you may recognize, along with many “unsung heroes” you may not know about. However, they all share an unrelenting spirit that changed our country’s history for the better.

ShopRite has also created a special website to celebrate Black History Month at [www.ShopRite.com/BlackHistory](http://www.ShopRite.com/BlackHistory). There, you’ll be able to find fun facts, play games and discover even more online about the accomplishments of these heroes, and a whole lot more!

Sincerely,

Your Friends at ShopRite



Put your pride on display.

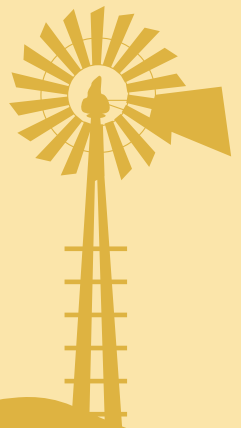
**Heroes aren't everyday people. They're extraordinary individuals who often make great sacrifices so that others may benefit from their efforts and achievements.**

In honor of Black History Month, we've put together a very special visual guide of African American heroes who've made significant contributions to our nation's growth. We hope everyone will discover something new from this educational piece.

We sincerely trust that this booklet will provide people of all ages and ethnic backgrounds with a great deal of fascinating information and one more creative way in which we can all learn, live and grow together.

The heroes highlighted here represent names you may recognize, and some you may not, but they all have something important in common—what they accomplished had a positive impact on our great country. It's a celebration of the impressive accomplishments African Americans have made in the past and continue to make today.

BLACK HISTORY MONTH 2012



# Entertainers

Since African Americans first came to the American continent, they have raised the level of talent in virtually every form of art. This includes movies, theater, song, dance—anything that requires a creative mind and a passionate heart. Sure, you probably know lots of today's African American entertainers. But what about these names from the past?



## Louis Armstrong

**African American  
Jazz Musician, 1920s–1960s**



Louis “Satchmo” Armstrong was considered by many to be the greatest jazz musician of all time. Mr. Armstrong found comfort in playing the cornet at age 12. In 1919, he left New Orleans, played on riverboats, and eventually ended up in Chicago, where he helped to introduce the unique New Orleans style of jazz to an audience of Northerners. For the next three decades, he toured extensively, bringing his fresh brand of jazz to music lovers across America and Europe. He’s perhaps best known to modern audiences for his chart-topping hit “Hello, Dolly!” from 1964.

## Hattie McDaniel

**First African American  
Oscar® Winner, 1940**



For her portrayal of “Mammy” in the classic film *Gone with the Wind*, Hattie McDaniel was the first African American actress to win an Academy Award, in 1940. She was the winner in the Best Supporting Actress category. During her lifetime, Ms. McDaniel acted on stage, television and in more than 300 movies. She was also a comedian, singer-songwriter and radio performer. In fact, Ms. McDaniel was the first African American woman to be heard over the American airwaves. While she’ll always be known for her role as “Mammy,” she’ll also be remembered for her outspoken nature, her cheerful personality, and her wonderful and distinctive laugh.



# World Leaders

In the past, African Americans had to fight to win their freedom. Today, African Americans serve as lawmakers, generals, ambassadors, presidents, and so much more.

Through their guidance, direction and wisdom, millions of hearts and minds have been influenced by the words and actions of African American leaders in this country...and around the world.



## Colin Powell

**First African American U.S. Secretary of State, 2001**

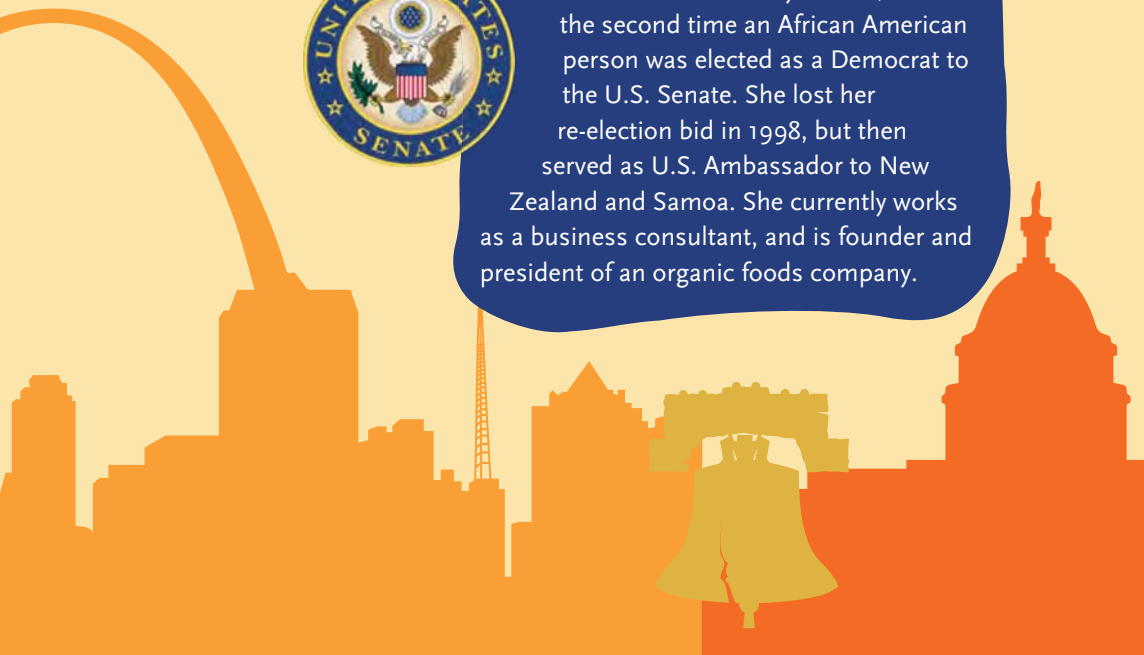
Colin Powell was the first African American to serve as U.S. Secretary of State. Prior to this, he served in the U.S. Army. During his military career, Mr. Powell rose to the highest command one can achieve in the U.S. Armed Forces: Chairman of the Joint Chiefs of Staff (JCS). As the first African American to serve on the JCS, General Powell was the senior U.S. military commander during the Persian Gulf War.



## Carol Moseley Braun

**First and Only African American Woman Elected to the U.S. Senate, 1992**

Ms. Braun's political career began when she was elected to the Illinois House of Representatives in 1978. Ms. Braun's election also marked the first time a woman was elected by Illinois, and the second time an African American person was elected as a Democrat to the U.S. Senate. She lost her re-election bid in 1998, but then served as U.S. Ambassador to New Zealand and Samoa. She currently works as a business consultant, and is founder and president of an organic foods company.



# Athletes

Long before there were organized competitive sports in the United States, African Americans were slowly changing the game when it came to athleticism, competition and winning. And when organized baseball, football and basketball did come into existence, African Americans made a difference by persevering and overcoming the discrimination they faced years ago to become champions both then and now.



1948 Olympic gold medal photo courtesy of:  
Raleigh DeGeer Amyx U.S.A.  
[www.americanheritage1.com](http://www.americanheritage1.com)



Just snap this QR code with your smartphone to learn more about Black History Month, or visit [www.ShopRite.com/BlackHistory](http://www.ShopRite.com/BlackHistory).

## Jack Johnson



### First African American World Heavyweight Boxing Champion, 1908

They called him the “Galveston Giant.” They also called him “Champ” after he knocked out Tommy Burns in 1908. That’s when Jack Johnson became the first African American World Heavyweight Boxing Champion. He held the title for six years. Over the course of his career, Mr. Johnson fought an astounding 123 fights, winning 77 of them (48 by knockout). Tragically, Mr. Johnson died in an automobile accident in 1946, at the age of 68. He will be remembered as a boxing legend and was inducted into the International Boxing Hall of Fame in 1990.



## Alice Coachman



### First African American Woman Olympic Gold Medal Winner, 1948

At the 1948 Olympic Games in London, England, Alice Coachman was the first African American woman to win an Olympic gold medal. She won the high jump competition in the first round of the finals, setting a record of 5 feet 6½ inches. King George VI personally awarded her with a gold medal for her victory. Ms. Coachman returned to America and received a hero’s welcome. Years later, she created an organization to help proven amateur athletes achieve their full potential: The Alice Coachman Track and Field Foundation. And in 1996, Ms. Coachman was named one of the 100 greatest Olympic athletes in history at the Atlanta Olympic Games.

# Scientists

As astronauts, optometrists, physicists and physicians, African Americans have long made enormous contributions to the advancement of science. Each day, people of color are exploring new worlds, from the very small to the very large, through microscopes, telescopes, and even stethoscopes. They're making breakthroughs in virtually every scientific field you can imagine every single day.



## Guion "Guy" Bluford, Jr.

### First African American in Space, 1983

Dr. Bluford was the first African American in space in 1983 aboard the space shuttle Challenger and went on to fly in space three more times. Before becoming an astronaut in 1979, Dr. Bluford graduated from Penn State University in 1964 as a distinguished Air Force ROTC graduate. He attended pilot training at Williams Air Force Base, Arizona, and received his pilot wings in January 1966, proceeding to fly 144 combat missions, 65 of which were over North Vietnam. Dr. Bluford left NASA and the Air Force in 1993 to work in the aerospace industry.



## Dr. Patricia Bath

### First African American Woman Doctor to Obtain a Patent in Medicine, 1988

Dr. Bath was the first African American woman doctor to patent a medical invention. Dr. Bath's patent was for a method to remove cataract lenses using a laser device, called the Cataract Laserphaco Probe, which made the procedure more accurate. Having noticed that African Americans experience a high incidence of blindness, she decided to help them gain better access to proper eye care. Inspired by Dr. Albert Schweitzer's service to lepers in the Congo, Dr. Bath has made fighting blindness her life's work.



# Authors

For hundreds of years, African American authors have used the power of the pen to create some of the most influential works of literature ever put on paper. This includes prominent novelists, playwrights, poets, screenwriters and more. They've brought the unique African American experience to the printed page and left readers wanting more.



## Phillis Wheatley

**First African American Woman Whose Poetry Was Published, 1767**

The first African American poet, the first African American woman whose writings were published, and the third woman in the United States to publish a book of poems, Phillis Wheatley published her first poem in 1767. She earned fame with the publication of *Poems on Various Subjects, Religious and Moral*, in 1773. She was freed from slavery that same year. Ms. Wheatley went on to meet with and be praised by many social and political leaders at home and abroad, including George Washington, Voltaire and the Lord Mayor of London.



## Alain Locke

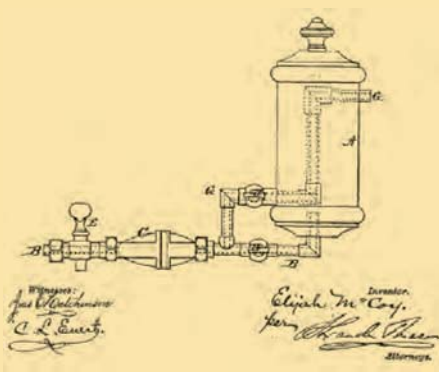
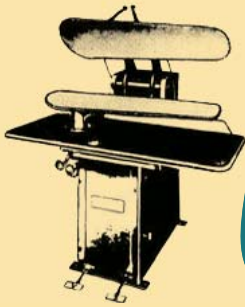
**First African American Rhodes Scholar, 1907; Helped Engineer Harlem Renaissance of the 1920s and 1930s**

Known as the "Father of the Harlem Renaissance," Alain Locke was the first African American Rhodes Scholar (recipient of a prestigious international scholarship to study at Oxford University in England) in 1907. Mr. Locke encouraged African American artists, writers and musicians to look to Africa for inspiration. One of his best-known works was *The New Negro*, a collection of writings by African Americans, which rejected past stereotypes and embraced black pride. Mr. Locke also encouraged the entire American community to recognize and respect African Americans and their contributions.

# Inventors

African American inventors have changed the way the world works with innovations that have made life a little better for nearly everyone.

Throughout American history, people of color have received patents, promotions and praise for creating or improving everything from train travel to textiles to almost anything that touches our daily lives.



## Thomas L. Jennings

**First African American to Obtain a Patent, 1821**

Thomas L. Jennings was the first African American believed to have obtained a patent, in 1821. Mr. Jennings was a free man who operated a dry cleaning business in New York City. He was awarded his first patent for his dry scouring method, which improved the dry cleaning process. Mr. Jennings freed his family from slavery and supported the abolitionist cause using a lot of the money he earned from his patent. Mr. Jennings' patent was very controversial at the time, but he was able to gain exclusive rights to his invention because of his status as a free man.



## Elijah McCoy

**Obtained First Patent, of More Than 50, for the Lubricating Cup on Railroad Engines, 1872**

An inventor and engineer, Mr. McCoy was notable for his more than 50 U.S. patents, most to do with the lubrication of steam engines. Prior to the 1870s, trains had to be stopped frequently so they could be oiled by hand to prevent them from overheating. So Mr. McCoy created a device called the lubricating cup, which kept steam engines lubricated while they were in motion. This made railroads much more efficient. In 1872, Mr. McCoy obtained a patent for his lubricating cup. It was the most profitable of all his patents.

# African American Heroes

Want to learn about more heroes who've made a real difference and changed the course of history?

Just go to [www.ShopRite.com/BlackHistory](http://www.ShopRite.com/BlackHistory), where you'll find a world of educational information regarding heroic figures who helped shape our nation.

For more information on Black History Month and the accomplishments of African American heroes, here are some helpful online resources to visit:

[www.biography.com/people/groups/black-history](http://www.biography.com/people/groups/black-history)

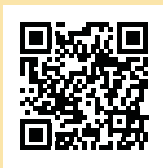
[www.africanamericanhistorymonth.gov](http://www.africanamericanhistorymonth.gov)

[www.history.com/topics/black-history-month](http://www.history.com/topics/black-history-month)

[www.pbs.org/parents/special/blackhistory.html](http://www.pbs.org/parents/special/blackhistory.html)

[sports.espn.go.com/espn/feature/index?page=blackhistory](http://sports.espn.go.com/espn/feature/index?page=blackhistory)

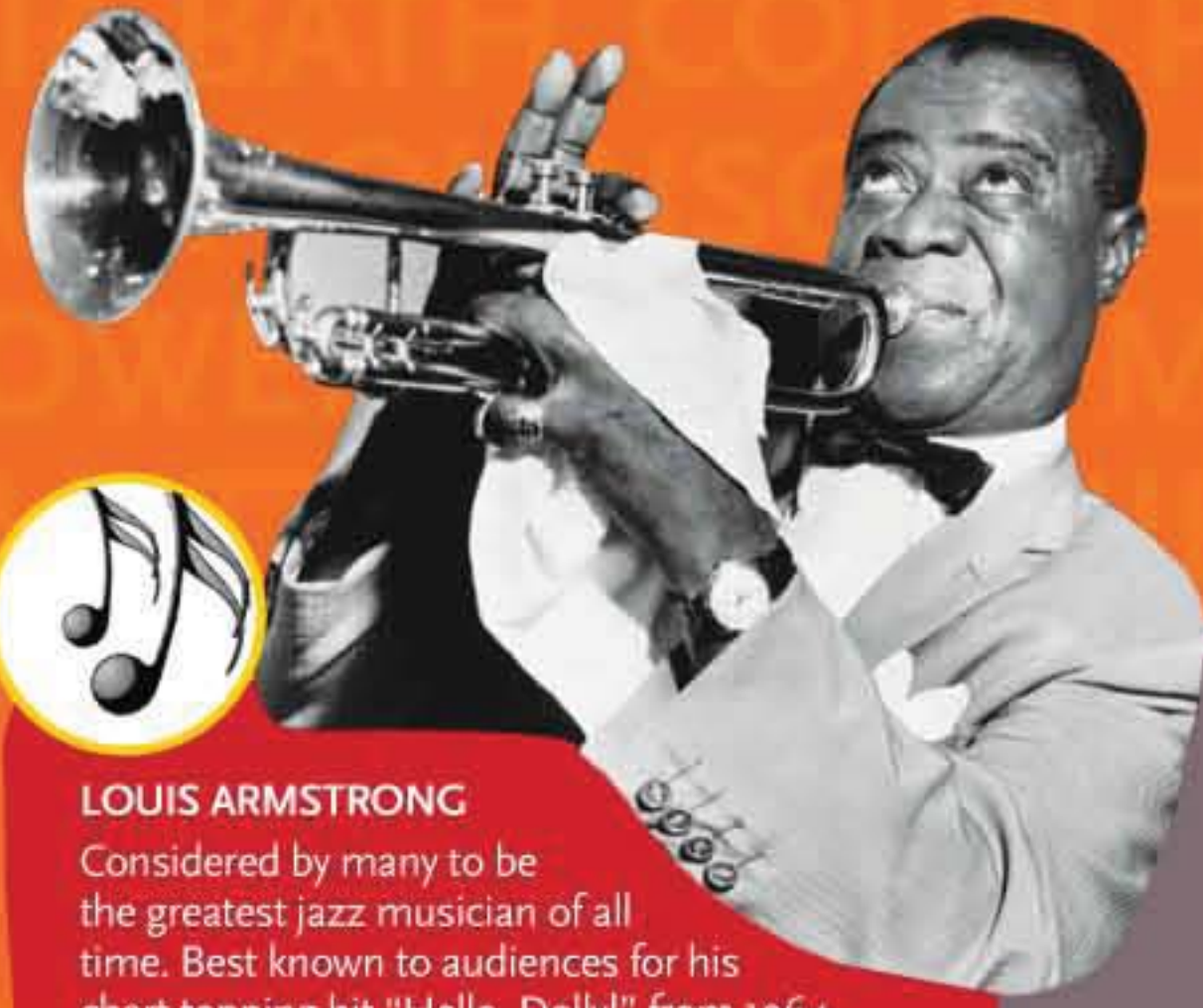
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# Celebrate Black History Month 2012



**LOUIS ARMSTRONG**  
 Considered by many to be the greatest jazz musician of all time. Best known to audiences for his chart-topping hit "Hello, Dolly!" from 1964.



**PHILLIS WHEATLEY**  
 First African American woman whose poem was published, in 1767, and the third woman in the United States to publish a book of poems.



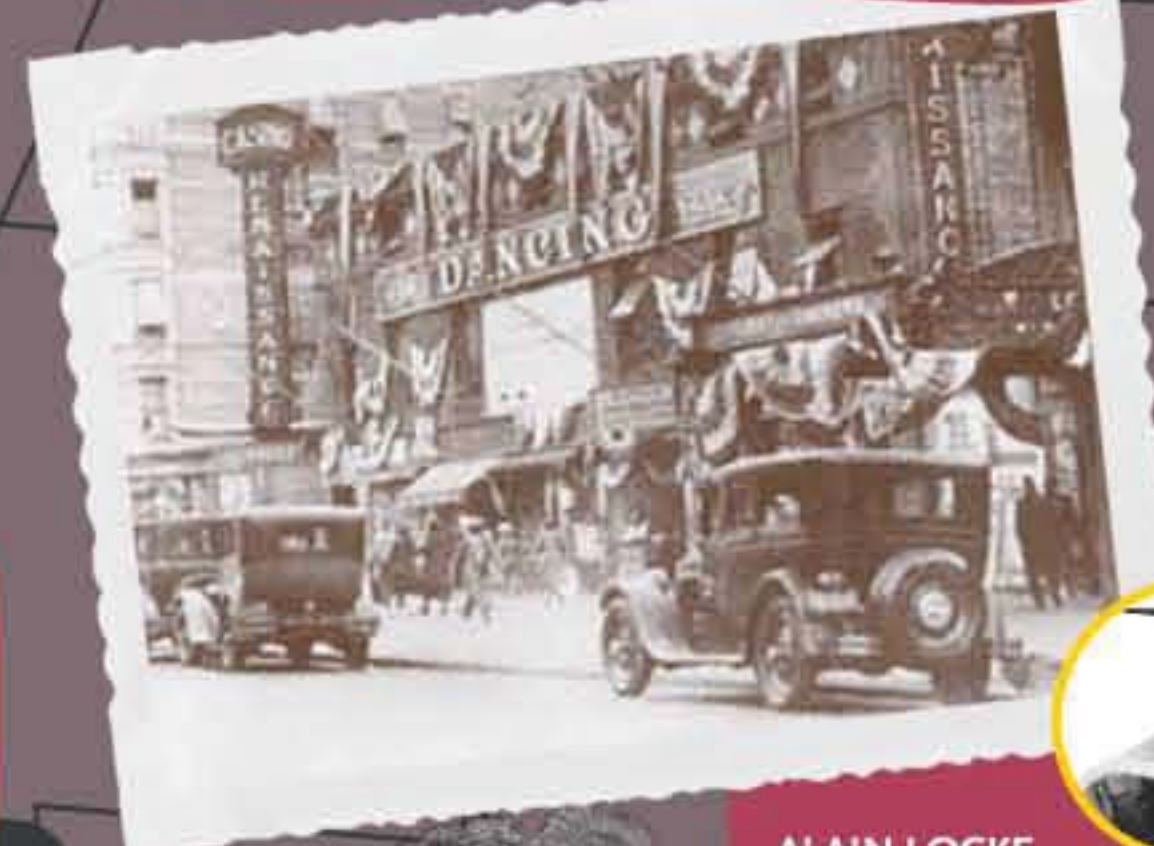
**GUION "GUY" BLUFORD, JR.**  
 First African American to fly in space, in 1983, aboard the space shuttle Challenger. He went on to fly in space three more times.



**COLIN POWELL**  
 First African American to serve as U.S. Secretary of State, 2001. He was also the first African American to serve on the Joint Chiefs of Staff.



**HATTIE MCDANIEL**  
 First African American actress to win an Academy Award, in 1940. She won Best Supporting Actress for her role as "Mammy" in *Gone with the Wind*.



**DR. PATRICIA BATH**  
 First African American woman doctor to obtain a patent in medicine, in 1988. Dr. Bath has made fighting blindness her life's work.



**ALAIN LOCKE**  
 First African American Rhodes Scholar, 1907. Known as the "Father of the Harlem Renaissance." One of his best-known works was *The New Negro*, a collection of writings by African Americans.



**ALICE COACHMAN**  
 First African American woman to win an Olympic gold medal, at the 1948 Olympic Games in London, England. She won the high jump competition.



**THOMAS L. JENNINGS**  
 Believed to have been the first African American to obtain a patent, in 1821, for dry cleaning. He used a lot of the money he earned from his patent to support the abolition of slavery.



**ELIJAH MCCOY**  
 Inventor and engineer, Mr. McCoy was notable for his more than 50 U.S. patents. Obtained his first patent for the lubricating cup on railroad engines in 1872.



**JACK JOHNSON**  
 First African American World Heavyweight Boxing Champion, in 1908. Over the course of his career, Mr. Johnson fought an astounding 123 fights, winning 77 of them (48 by knockout).



**CAROL MOSELEY BRAUN**  
 First and only African American woman elected to the U.S. Senate, 1992. She later served as U.S. Ambassador to New Zealand and Samoa.



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