

**Headquarters:**

**USA**

620 Moorefield Park Drive, Suite 150  
Midlothian, VA 23236  
804-644-2256  
888-225-6243  
www.balmingilead.org  
info@balmingilead.org  
healthychurches2020@gmail.com

**Tanzania**

Skyway Building, 2nd Floor  
Ohio/Sokoine Street  
P.O. Box 71631  
Dar es Salaam, Tanzania  
+255 22 212 6462

FOR IMMEDIATE RELEASE

Media Contact:

Luefras Robinson

(804) 215-8127

[lrobinson@balmingilead.org](mailto:lrobinson@balmingilead.org)

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**MEDIA ADVISORY**

**Cookie Johnson Joins Key Influencers At The  
6<sup>th</sup> Annual Healthy Churches 2020 National Conference**

*Health Disparities Affecting African Americans is the Focus of the 3-Day Event*

**RICHMOND, Va. (September 17, 2019)** – Cookie Johnson – philanthropist, entrepreneur, author, and wife of NBA legend Earvin “Magic” Johnson – is among the headliners of the prestigious roster of faith and public health leaders and activists for the 6<sup>th</sup> annual Healthy Churches 2020 National Conference Nov. 19-22 in Charlotte, The Balm In Gilead, Inc. announced today.

Johnson’s presentation is entitled “Stigma! The Voice of a Child of God, Wife, Mother & Caretaker.” The Healthy Churches 2020 Conference is the only national forum of its kind to bridge faith and public health. Planners are anticipating more than 500 attendees during the three-day capacity-building training conference in Charlotte, NC at the Sheraton Hotel.

“The addition of Ms. Cookie Johnson to our stage is a major game-changer that significantly advances the mission of Healthy Churches 2020,” said Dr. Pernessa C. Seele, founder and CEO of The Balm In Gilead, Inc. “This is a power-packed conference that promises to better position African American congregations to take action in our communities to solve critical health issues affecting our people.”

The conference’s primary objective is to strengthen the skills and leadership capacity of pastors and congregation members who work within church health ministries and auxiliaries-- including kitchen/culinary teams, ministry nursing units, transportation teams, deacon and missionary groups and other outreach ministerial programs.



CHARLOTTE, NORTH CAROLINA | NOVEMBER 19 - 22, 2019

The Balm In Gilead, Inc. will recognize 11 ministries and organizations across the country for their exemplary contributions to improving the health of African Americans in their congregations and communities. Gospel Artist Israel Houghton will headline the conference's Best Practice Awards Dinner.

For registration, hotel and individual and group rate information, visit:  
[www.healthychurches2020conference.org](http://www.healthychurches2020conference.org)

***About The Balm In Gilead, Inc:** The Balm In Gilead, Inc. builds and strengthens the capacity of African American faith communities throughout the United States to deliver programs and services that contribute to the elimination of health disparities. The organization develops educational and training programs specifically designed to establish sustainable, integrated systems of public health and faith principles, which helps to improve health outcomes of individuals living in urban, rural and remote communities. For more information: [www.balmingilead.org](http://www.balmingilead.org).*

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