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PRESS RELEASE

Johnson & Johnson Renews Its Platinum Level Sponsorship

Joint Efforts Reflects Support of 2015 Conference and BDPA Chapters in New Jersey, New York and Philadelphia

Largo, MD (March 2015) -The long-term investment into BDPA by Johnson & Johnson has been ongoing for well over a decade. It continues into 2015 as Johnson & Johnson renewed its Platinum Level corporate sponsorship of the 37th Annual BDPA Technology Conference in Washington DC. Johnson & Johnson agreed to underwrite a variety of activities that include the BDPA IT Showcase, college scholar ships, career fair, BDPA Job Board participation and an investment in three Northeast region chapters. Johnson & Johnson believes in the BDPA mission of advancing the careers of African Americans in the information technology industry ‘from the classroom to the boardroom’.

"Johnson & Johnson continues to set the bar, both financially and collaboratively, in terms of partnership with BDPA. This is a wonderful way to start our 2015 campaign and 40 years of BDPA," said National BDPA president Pamela Mathews.

Globally recognized at home and abroad as an agent of goodwill for over a billion people, Johnson & Johnson has earned a reputation as a leader in providing innovative ideas as well as products and services -- one person at a time. They are the world's largest and most diverse medical devices and diagnostics consumer health care company. BDPA has seen the commitment by Johnson & Johnson to diversity in its workplace, marketplace and its relationships with suppliers.

"Johnson & Johnson is excited to partner with BDPA in 2015," says Johnson & Johnson chief information officer Guillermo Ardon. "As we look to accelerate innovation to better serve the more than one billion people a day who rely on Johnson & Johnson's products, we're excited that our partnership with BDPA will help us strengthen our talent through diversity and encourage young minds to embrace science, technology, engineering and mathematics."

Founded in 1975, BDPA is the premier organization for African American professionals in the information technology industry. BDPA has fulfilled its mission and worked to bridge the digital divide by providing career growth opportunities for its members.