

## **Robert Shumake Gives Pledge to Make a Difference for Detroit Youth**

*Every dollar Robert Shumake's company earns has a positive impact on the Greater Detroit community*

**Sept. 30, 2010** - [PRLog](#) -- Detroit, MI – Robert Shumake will never give up on his hometown of Detroit, an area that seems to fall two steps back for every hard-fought step forward. As CEO of Inheritance Capital Group, Robert Shumake believes he has a moral obligation to use his wealth for the greater good. “This is what I refer to as the ‘double bottom line’,” said Shumake. “If I make a profit, I have the responsibility to make a difference.”

“Every dollar that Inheritance Capital Group makes has an impact on the greater Detroit community because I am insistent on adhering to that double bottom line,” said Shumake. “So, while the company’s bottom line is to make a profit, my personal bottom line is to help the city of Detroit and give kids every opportunity to succeed in life.”

For six years now, the Robert S. Shumake Scholarship Relays (the largest private track and field competition in Michigan) has shown kids that academic achievement counts just as much as athletic ability. Since the first event kicked off in 2005, more than \$30,000 in scholarships have been awarded. “I established the relays to help the student athletes attain their goals and encourage them to strive for a successful future,” said Shumake.

Robert Shumake’s inspiration comes from his own high school days where he was an all-city track star at Edwin Denby High School in Detroit. “I definitely gained important life skills from my participation on the track and field team,” said Shumake. “The Scholarship Relays are my way of giving back.”

Robert Shumake is also the founder of the Shumake HBCU Challenge for college cross-country athletes. Robert Shumake expects teams from more than 30 historically black colleges and universities (HBCU), to register for the 2nd annual HBCU Challenge in October.

For college runners, the Robert Shumake HBCU Challenge does much the same thing for cross country runners at historically black colleges and universities that the Shumake Relays do for the Michigan high school runners; namely, bring athletes together and illustrate the importance of hard work, academic integrity and perseverance. Visit <http://www.robertshumake.biz/> for more information about the Robert Shumake HBCU Challenge.

Contact:

Lisa Maas Founder/Owner, Publicity Works  
306 S. Washington Ave., Suite 208  
Royal Oak, MI 48167  
(248) 691-4466  
lmaas@publicityworkspr.com

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