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**RICHARD LUI**  
**NBC AND MSNBC NEWS ANCHOR,**  
**“WE’RE THE CHANGING FACE OF AMERICA” CAMPAIGN AMBASSADOR**



As a cable network journalist, **NBC and MSNBC News Anchor Richard Lui** knows how important it is to share a great story with others. As a community college graduate, he also understands that it’s time to share the stories of Asian American and Pacific Islander (AAPI) students—the fastest-growing, but often overlooked and underserved student population at U.S. colleges and universities. That’s one of the reasons why Lui has signed on to become the first “celebrity” ambassador of the ***We’re the Changing Face of America*** campaign: He wants to show how if he could make it through the system despite economic and educational challenges, AAPI and other students like him can do the same.

Join Richard Lui in supporting AAPI students and become part of the *We’re the Changing Face of America* campaign.

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**ABOUT RICHARD LUI**

Richard Lui is an American journalist and anchor. He anchors NBC's Early Today and dayside MSNBC, where his focus is politics. Lui is also a rotating news anchor for NBC's weekend Today show and contributes reports for NBC News Investigations Unit.

Previously, Lui was a news anchor at CNN Worldwide, where he solo-anchored the 10am edition of Morning Express and led morning political reporting during the 2008 Presidential election as a show member of Morning Express with Robin Meade. He also anchored and reported for CNN Domestic and CNN International. When Lui joined CNN Headline News in 2007 he became the first Asian American male to anchor a daily, national cable news show in the U.S.

Lui has been active in volunteerism and community leadership for 25 years in Africa, Asia, Europe, Middle East, and the U.S. He has received community service awards and recognitions including NAAAP 100, WWAAC 100, and YUE Power 100. He is spokesperson and ambassador for organizations like APIASF, Plan International, and the Epilepsy Foundation.

**For more information about the “We’re the Changing Face of America” campaign visit:  
[www.changingfaceofamerica.com](http://www.changingfaceofamerica.com)**