

COCA-COLA CELEBRATES WITH BURRELL COMPANY

ATLANTA, June 20, 1983 -- The Coca-Cola Company recently toasted ten years of service by Burrell Advertising, Inc., the nation's largest Black-owned agency.

To celebrate, Atlanta Mayor Andrew Young proclaimed June 8 as "Thomas J. Burrell Day" in honor of the firm's president and founder. City Council President Marvin Arrington presented Burrell with the proclamation at a surprise reception in Atlanta.

"We are proud of our long association with Burrell and commend the firm for a decade of outstanding work," noted Brian G. Dyson, president, Coca-Cola USA. "The Company looks forward to many more years of mutual success."

Retained in 1973,

Burrell has been responsible for the development of Black consumer advertising for the product Coca-Cola in the United States. The agency's award-winning broadcast and print executions earned widespread recognition throughout the decade.

In January, 1983, The Coca-Cola Company expanded Burrell's role by naming the firm international agency-of-record for Black consumer advertising worldwide. Current responsibilities include all aspects of creative, production and placement of advertising geared to Black markets abroad.

While continuing to produce domestic advertising for Coca-Cola, Burrell Advertising, Inc., is also developing Black consumer advertising in the United States.

SECURITY OFFICERS SAVE CHILD'S LIFE

The sudden and decisive action of Cashman Field Center Security Officers William Wellman and Howard Wotring, at a recent Stars baseball game, may have saved the life of a 2 year-old Las Vegas boy.

The youth, Mitchell Brandise, was rushed to the First Aid Room at Cashman while still choking on an unknown object. He was treated by a doctor and told to visit a hospital for further examination. Brandise appeared to have recovered from the mishap, however,

minutes after the doctor had departed, the boy began choking a second time. He had begun to turn blue, and was going limp, when Wellman and Wotring hastily applied the Heimlich maneuver which successfully dislodged a large piece of food from the boy's throat. Within minutes, young Brandise was able to resume his normal activities.

The two Las Vegas Convention and Visitors Authority Security Officers were given plaques by Chairman of the Board, Paul Christensen.

"Soul Joe" Miller Elected To American Red Cross Board

New officers and directors were recently elected by the Clark County Chapter of the American Red Cross.

Elected to a second term as Chapter Chairman is Charles E. McManis. Other members of the Executive Committee include First Vice-Chairman Donn Black, Second Vice-Chairman Stan Colton, Secretary Patsy Crawford, Treasurer Jack Smith and Members-At-Large Michele Koliba and Diana Shelburne.

New directors elected are: Nancy Austin-London, Dr. Joel Bower, David Canter, Stan

Colton, Robert Forbuss, Dr. Leonard Goodall, Dr. Weldon Havins, Fred Hurst, Viola Johnson, Frank Larson, Evelyn McColl, Milton "Soul Joe" Miller, Jerry Wager and Dr. Robert Wentz.

PRESIDENT

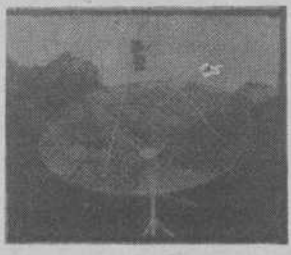
New Mexico State University For information write or call Dr. Peggy Elder, Chair, Presidential Search Committee, Box 3923, Las Cruces, N.M. 99003. (505) 646-1722 deadline: August 31, 1983 NMSU is an EEO/AA Employer.

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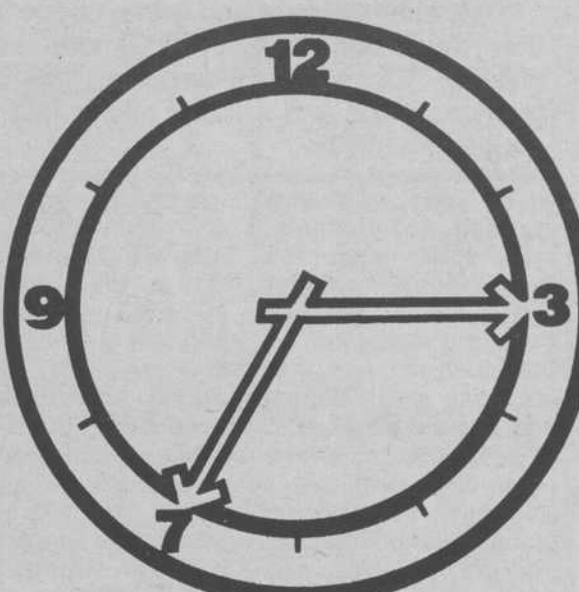


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"IT'S SUMMERTIME AGAIN"



PULL THE
PLUG ON
PEAKS

On hot summer afternoons, when we all use our air conditioners, we create peak demands for electricity.

To meet these demands, expensive peaking generators must be built. If the peaks can be held down, fewer of these units will be needed in the future and the cost of electricity will be held down, too.

Last summer we asked you to reduce your use of electricity during peak hours — 3 to 7 PM. The effort was a success, and last year's peaks were lower than forecast.

So we're asking for your help again.

- Turn your air conditioning thermostat up or completely off when away from home.
- Use your dishwasher and oven during non-peak hours.
- Do laundry in the morning or later in the evening.

If we all use as little power as possible from 3 to 7 PM, it'll help hold down the cost of electricity.

NEVADA POWER COMPANY

