

# SHARE THE DREAM



Name and image of Dr. Martin Luther King, Jr. - Estate of Dr. Martin Luther King, Jr., deceased, all rights reserved

## Enter The Coca-Cola Company's \$100,000 Black History Month SCHOLARSHIP SWEEPSTAKES

4 \$25,000 college scholarships, 100 "Rise 'N Fly" black trivia games, 5,000 commemorative pins and 10,000 Dr. Martin Luther King, Jr. posters to be awarded.



Send \$5.00 to:  
Commemorative  
Pin Offer Suite 0059  
Del Rio, TX 78847-0059.

Get this commemorative pin celebrating Dr. Martin Luther King, Jr.'s historic "I Have A Dream" speech before the Washington Monument on August 28, 1963. Purchase price includes a donation to the Martin Luther King, Jr. Center for Nonviolent Social Change. Allow up to eight weeks for delivery. Offer is being fulfilled by Carolina Fulfillment Services, P.O. Box 1555, Winston-Salem, NC 27102. Offer expires December 31, 1986.

### OFFICIAL RULES

- No Purchase Necessary:** Enter this sweepstakes by completing the entry form in this advertisement or write your name, address, city, state, zip code and phone number on a 3" x 5" piece of paper. Mail your entry to: Black History Month Sweepstakes, P.O. Box 4486, Reidsville, NC 27322-4486. All entries must be received by April 15, 1986. Enter as often as you wish, but each entry must be handwritten and in a separate, stamped envelope. Entries or envelopes that have been printed by machine or computer are unacceptable.
- Four grand prize winners of four-year college scholarships (up to \$25,000 total each), 100 first prize winners of "Rise 'N Fly," 5,000 second prize winners of commemorative Dr. Martin Luther King Jr. pins, and 10,000 third prize winners of commemorative Dr. Martin Luther King Jr. posters will be selected in a random drawing from among all eligible entries. The Coca-Cola Company will not be responsible for lost, misdirected or late mail. Drawing will be conducted by Chase Bag Co., 2900 Vance Street, Reidsville, NC 27320, an independent judging organization whose decisions are final. Drawing will take place on April 30, 1986. The winners will be notified by mail within ninety days after the drawing. The odds of winning depend upon the total number of entries received. Any federal, state and local taxes are the responsibility of the winner. By entering, winner or assignee consents to the use of his or her name and/or likeness for promotional purposes without additional compensation.
- Winners of scholarships may assign the scholarships to someone else (assignee) who must use it in accordance with stated rules. Prizes other than scholarships may not be assigned or transferred by winners to other people.
- No substitute prizes or cash in lieu of prizes or scholarships. Winners of scholarships will be required to execute an affidavit of eligibility and sign a release.
- Winner or assignee of scholarship must respond within twenty-one (21) days after being notified that they are winners, otherwise another drawing will be held and new winners selected.
- In order to receive the scholarship, winner or assignee is responsible for obtaining admission to his or her selected college or university. If admission is not obtained within twelve months, or winner refuses the prize, a second drawing will be held and the same rules will apply.
- Winner or assignee of scholarship must begin using scholarship no later than sixteen months from winning date. The scholarship must be used at one of the 43 colleges or universities affiliated with the United Negro College Fund (UNCF) listed below.
 

Atlanta University	Morehouse College
Barber-Scotia College	Morris College
Benedict College	Morris Brown College
Bennett College	Oakwood College
Bethune-Cookman College	Paine College
Bishop College	Paul Quinn College
Claffin College	Philander Smith
Clark College	Rust College
Dillard University	Saint Augustine's College
Edward Waters College	Saint Paul's College
Fisk University	Shaw University
Florida Memorial College	Spelman College
Houston-Tillotson College	Stillman College
Interdenominational	Taladega College
Theological Center	Texas College
Jarvis Christian College	Tougaloo College
Johnson C. Smith University	Tuskegee University
Knoxville College	Virginia Union University
Lane College	Voorhees College
LeMoyné-Owen College	Wilberforce University
Livingstone College	Wiley College
Miles College	Xavier University
- Winner or assignee of scholarship must deplete the scholarship fund within four years from date of beginning use.
- The scholarship will be presented to UNCF, who will give it to the school selected by the winner or assignee. The school will pay for the winner's or assignee's tuition, room, board and books in accordance with the procedures normally followed by the college or university for dispensing scholarships to students. Total value of each of the four grand prize scholarships is not to exceed \$25,000.
- This sweepstakes is open to residents of the U.S., 16 years or older, except employees and immediate families of The Coca-Cola Company and its affiliates, its bottlers, advertising agencies and the judging organization. Offer void where prohibited and subject to all laws.
- Names of winners of scholarships and trivia games may be obtained by sending a stamped, self-addressed envelope to Black History Month Sweepstakes Winners, P.O. Box 4487, Reidsville, NC 27322-4487. (Washington state residents need not affix postage.)

### Sweepstakes Entry

Please enter me in the Black History Month Sweepstakes.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone (area) \_\_\_\_\_

Mail to: **Black History Month Sweepstakes**  
P.O. Box 4486, Reidsville, NC 27322-4486  
All entries must be received by April 15, 1986.

The Coca-Cola Company will donate 5¢ to the Martin Luther King, Jr. Center for Nonviolent Social Change for every coupon redeemed.

MANUFACTURER'S COUPON      EXPIRES: 12/31/86

**SAVE 25¢**  
on your next  
purchase of Coke,<sup>®</sup>  
Coca-Cola<sup>®</sup> classic,  
Sprite<sup>®</sup> or cherry Coke<sup>®</sup>  
in any multi-pack of  
cans or bottles or  
one 2-liter bottle.

**TO THE DEALER**  
For each coupon you accept as our authorized agent, we will pay you the face value of this coupon, plus 5¢ handling allowance, provided you and your customers have complied with the terms of this offer. Any other application constitutes fraud. Invoices showing your purchase of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Customer must pay any required deposit and sales tax. Cash value 1/20 of 1 cent. This coupon may be redeemed by mailing to: The Coca-Cola Bottling Company, P.O. Box 1504, Clinton, Iowa 52734. **LIMIT ONE COUPON PER REQUIRED PURCHASE.**

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