

Companies Come Out for The BBW

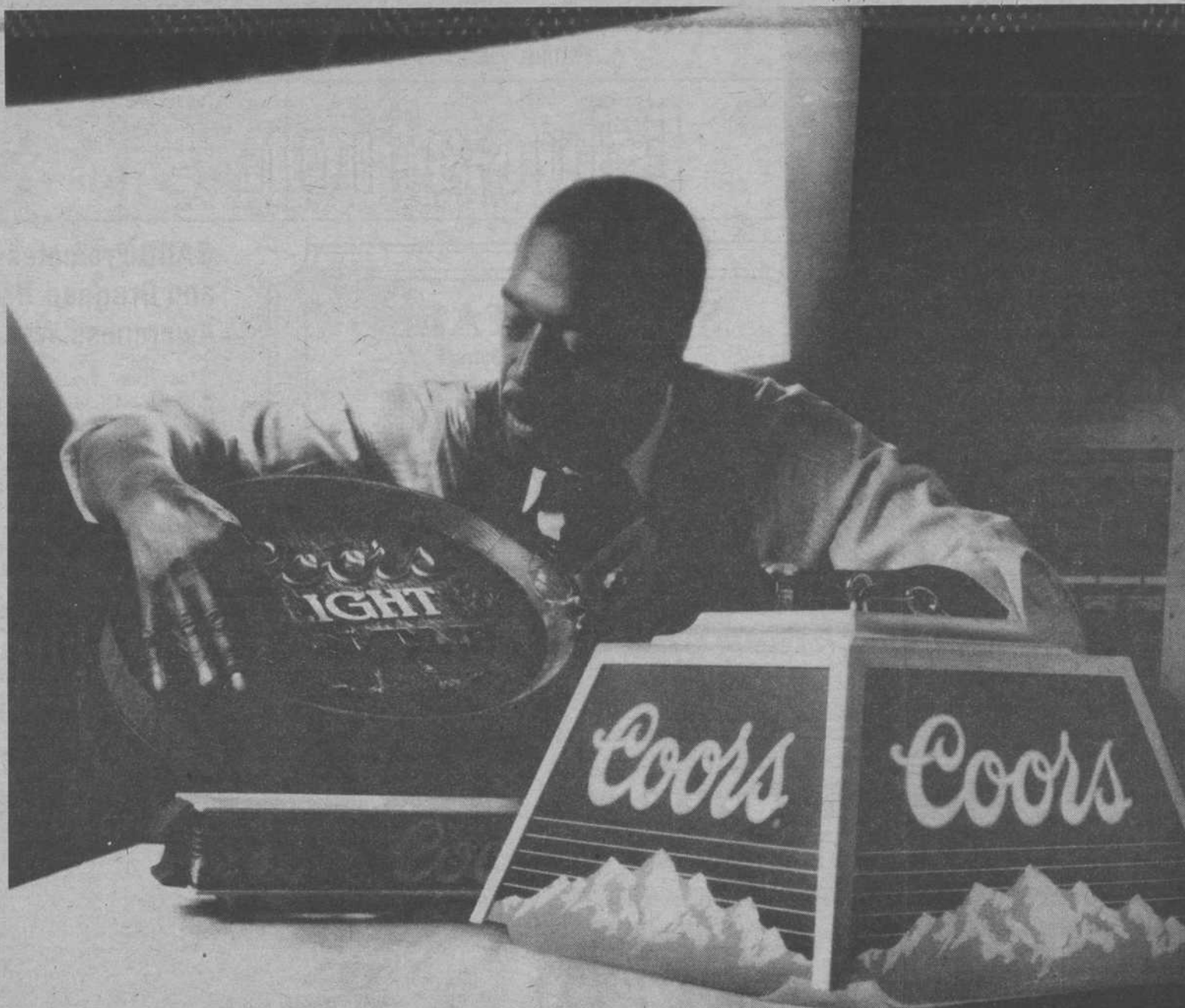
Many major national clothing and accessory manufacturers will have booths at the first National Convention for the Big Beautiful Woman, at the Dunes Hotel in Las Vegas, March 13-15, 1987. The Convention is hosted by "BBW" Magazine, the first fashion magazine for the large-size woman. Among the companies set to attend are M'Lady of California, Murjani, Haines, Legg's and Jantzen Swimwear and Sportswear.

Large-size women from all over the country are invited to attend the "BBW Lifestyle Convention." Specialists will conduct workshops on hair, make-up, color analysis, fashion and wardrobe, modeling, and self-confidence and determination. Beauty, fashion and health exhibits will also be presented, along with a fabulous fashion show. After the fashion show, those attending will have the rare opportunity to meet fashion industry decision-makers

designers, buyers, merchandisers. Face to face, the BBW can express her fashion needs and wants. Carole Shaw, editor of "BBW" Magazine, will moderate and participate in this seminar. The "BBW Lifestyle Convention" will offer large-size women the chance to meet with each other in a congenial atmosphere, to receive peer support, and to discuss the strategy necessary to effect societal changes.

Registration fee for the convention is \$195 and includes admission to the convention floor, all workshops, seminars, fashion show, and a welcome breakfast. Reservations made before January 15, 1987 will receive a \$25 discount on the registration fee. Spouses may attend the welcoming breakfast and the convention floor activities for an additional \$25. To register, those interested in attending the convention should send a check or money order to: BBW Convention, P.O. Box 298, Tarzana, CA 91356. A special discount rate is being offered on hotel rooms by the Dunes Hotel, and for information Call (800) 634-6971.

Says Carole Shaw of the "BBW Lifestyle Convention", "It's time for the BBW's of this country to meet in one place, at one time, to celebrate and announce to the world, we have arrived!"



A SIGN OF OUR COMMITMENT

Today, we at the Adolph Coors Company are more committed than ever to sharing our resources with the communities in which we do business.

That's why we got together with Catharo Brown's SIA Plastics Company.

The Black-owned plastic molding company is under contract with Coors to produce the signs,

plaques, menu boards, and counter caddies that are usually displayed in taverns and stores where Coors is sold.

This is just one example of how we've expanded our commitment to the Black community through programs that include additional community assistance, increased hiring and promotion of Black employees, and expanded business associations with Black vendors and financial institutions.

All of which goes to show that we at Coors really are trying to help people help themselves. Because that's what corporate citizenship is all about.



**Outstanding talent
must be free to stand out.**