

## Mother's Day Radiothon By NCNW To Aid Black Families

A three hour, nationally broadcast radiothon paying tribute to mothers by the top names in the entertainment and political world will air on Mother's Day, Sunday, May 10th from 2 to 5 p.m. Entitled "The Black Family Reunion Tribute to Mothers," the radiothon will benefit the national Council of Negro Women and its diverse programs dedicated to Black women and families.

Bill Cosby, Ella Fitzgerald, Dionne Warwick, The Pointer Sisters, Melba Moore, Lou

Rawls, Malcolm Jamal Warner, Jayne Kennedy-Overton, The O'Jays, Deniece Williams, Willie Tyler and Lester, Shirley Caesar and Marsha Warfield top the names from show business who will be a major part of the program. Among the political and community leaders participating are Jesse Jackson, Dorothy Height, Tom Bradley, Coleman Young, Marion Barry, Dick Gregory and Walter Fauntroy.

New parents Phylcia and

Ahmad Rashad will co-host the radiothon which is being produced by the Sheridan Broadcasting Network in cooperation with the National Black Network and independent stations. Phylcia Rashad stars as Clair Huxtable on "The Cosby Show." Admad Rashad is a sportscaster for NBC-TV.

The radiothon will kick off a summer of Black Family Reunion celebrations throughout the nation spearheaded by the national Council of Negro Women.

Regional celebrations will be held in Atlanta on June 13, Los Angeles on July 25 and Detroit on August 22, culminating with the national event in Washington, D.C. on September 11-13.

The National Council of Negro Women serves as a clearing house for the activities of 4,000,000 women, who are reached through its 31 affiliated member national organizations and its 200 chartered community-based sections. NCNW women come from all walks of life

and all economic, cultural and educational backgrounds. Since it was founded in 1935 by legendary educator and human rights activist Mary McLeod Bethune, the NCNW has worked tirelessly on behalf of Black women and families. "Commitment, unity and self-reliance" is both the motto and the objective behind the NCNW and its

many programs aiding Black families.

A toll-free phone network at 1-800-342-8040 has been set up to accept pledges and contributions during the broadcast in tribute or memory of mothers. Check your local listings for the participating radio station in your area.

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**Jack and Jill of America Sponsors Black Family Day**

Dr. Eva C. Wanton, national president of Jack and Jill of America, Inc., called for a nation-wide celebration of Black Family Day, May 2.

Jack and Jill, a black family organization of 189 chapters and 40,000 families across the country, participated in decentralized festivities in every state. The organization's theme for this was "A National Agenda — Responding to the Crisis of the Black Family."

"We have encouraged our members to sponsor workshops and seminars to applaud our accomplishments and to address our challenges which are of crisis proportions," announced Dr. Wanton from her home base in Tallahassee, Florida. She enumerated teen pregnancies, school drop-outs, single-parent heads of households, drugs and black-on-black crime as "disturbing problems threatening the very foundation of the Black Family." To promote comradery and informal personal contact, Dr. Wanton suggested picnics, ethnic festivals, church services, Pan Hellenic activities among the many black sororities and fraternities.

Dr. Wanton, who serves as dean of the School of General Studies at Florida A&M University, requested that President Reagan issue a national proclamation and urged members of the organization to persuade their governors and mayors to issue state and local proclamations, respectively.

# Black Family Reunion Mother's Day Tribute

This Mother's Day, give the flower that keeps on blooming.

Honor your mother by helping all mothers. Make a pledge to her, in her honor, on May 10th, to the National Council of Negro Women's Radiothon.

Motherhood symbolizes caring, nurturing, and commitment. It is also the spirit of NCNW programs aiding families confronting problems of teen pregnancy, unemployment, drug abuse, education, and health.

Join Phylcia and Ahmad Rashad as they join the NCNW as the national hosts for the Mother's Day Tribute Radiothon, which will air 2:00 to 5:00 PM, ET on Sunday, May 10, 1987, over many Sheridan Broadcasting and National Black Network stations.

Don't miss this special broadcast. Carry on the tradition of caring... and give generously.



Ahmad Rashad  
NBC Sports



Phylcia Rashad  
The Cosby Show

Guest Stars include:

Bill Cosby  
Congressman Walter Fauntroy  
Ella Fitzgerald  
Dick Gregory  
Malcolm Jamal Warner  
Jayne Kennedy-Overton  
Keshia Knight Pulliam  
Lou Rawls  
Willie Tyler & Lester  
Marsha Warfield  
Deniece Williams



NCNW Pledge Line: 1-800-342-8040

## Radiothon

Sunday, May 10, 2 to 5 PM ET

Sponsored by the National Council of Negro Women, Inc.  
Dr. Dorothy I. Height - National President

National Council of Negro Women, Inc.  
Mary McLeod Bethune, Founder  
National Headquarters:

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