

STUDENT BODIES, INC. HELPS THE UNITED NEGRO COLLEGE FUND WITH "SUPPORT BLACK COLLEGES" COLLECTOR'S EDITION MUGS



Student Bodies, Inc. (SBI) introduces the "SUPPORT BLACK COLLEGES" Collector's Edition mug especially designed to Commemorate the Historically Black Colleges and Universities (HBCUs) and the individuals who have supported them throughout their experience.

This 12 oz. Collector's Edition mug, beautifully crafted in English Ironstone, brilliantly displays the original "SUPPORT BLACK COLLEGES" logo designed by artist Mark Adkins. The top of the mug is trimmed with a gleaming 22 karat gold band. Each mug is individually inspected and polished and comes in its own gift box which is sealed with the official Student Bodies, Inc. Collector's Edition seal. More important, a percentage of all sales will be donated to the **NYABSE CREATES SCHOLARSHIP FOR AN OUTSTANDING AFRICAN AMERICAN HIGH SCHOOL SENIOR**

New York — Gwendolyn Calvert Baker, Ph.D., national executive director of the YWCA of the U.S.A., was honored today by the New York Alliance of Black School Educators (NYABSE) with the creation of a \$5,000 college scholarship in her name designated for an outstanding African American high school senior who plans a career in education. The student need not attend college in New York City, but must plan to teach there upon graduation.

"Dr. Baker's research and advocacy for multi-cultural education, her work with the New York City Board of Education, the YWCA of the U.S.A. and Bank Street College, identify her as one of the nation's leading advocates for reform in education.

It is only fitting that this scholarship should honor Dr. Baker, a founder of the NYABSE," commented Sandra Wilson, president of NYABSE.

"I am greatly honored to lend my name to one of the worthiest causes I can think of: a scholarship to help a hardworking African American student to go to college and enable him or her to obtain the credentials to start a career in education.

The field of Education is sorely in need of African American teachers, principals and administrators. Children of all races

need these role models because it helps them see people of color in positions of authority at an early age, when they are most vulnerable to effects of racism. I plan to do all I can to see that NYABSE develops as many of these scholarships as they can," added Dr. Baker.

Contributions to the scholarship can be made to the Fund for Educational Excellence c/o NYABSE, POB 604, Bronx, NY 10462, attention Dr. Gwendolyn C. Baker, Humanitarian Scholarship Award.

NYABSE was founded in 1981 and is headquartered in the New York City. Its purpose is to encourage and facilitate the education of all students in the greater New York area; to alleviate the effects of racism in education; to raise achievement levels of all students with special emphasis on building positive self-esteem among Black students and to provide an avenue to schools for recruiting Black school personnel.

The YWCA of the U.S.A. is a women's membership organization. Founded in 1858, it is committed to bettering the lives of girls and women and to the elimination of racism.

Currently, it serves over two million girls, women and their families through more than 400 YWCAs in 4,000 locations across the United States.

United Negro College Fund (UNCF).

SBI is currently conducting a nationwide fund-raiser which consists of marketing specially designed products displaying the "SUPPORT BLACK COLLEGES" logo and exclusively selling these items through mail order. Student Bodies' primary goals are to incorporate the African culture into all aspects of their designs and to always produce quality items that people can respect and be proud to own and display.

"Ultimately, our goal is to become instrumental in helping HBCUs create a new and aggressive learning environment that will prepare and train African Americans to become corporate owners instead of corporate workers and to become more concerned with conditions affecting the African American community.", says Adkins. "Since all

Black Colleges and Universities have a historical responsibility of producing graduates who are sensitive enough to build and strengthen the Black community, the sole purpose of initiating this project was to generate awareness and financial support for these institutions." The "SUPPORT BLACK COLLEGES" logo not only artistically reaffirms our African culture, but it also asserts the message...SUPPORT BLACK COLLEGES!

Student Bodies, Inc. exclusively sells the "SUPPORT BLACK COLLEGES" Collector's Edition mug through mail order for \$14.95, plus shipping. A percentage of all sales will be donated to the United Negro College Fund. For more information, write to Student Bodies, Inc., 7003 Glenn Dale Road, P.O. BOX 654, Glenn Dale, Maryland 20769-0654.

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District B

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