

SHIRLEY CHISHOLM LEADS NEW BLACK POWER MOVEMENT CONVERTING CONSUMER DOLLARS INTO COLLEGE SCHOLARSHIPS

Former U.S. Congresswoman Shirley Chisholm, a prominent leader of the civil rights movement and national spokesperson for the America's Black Colleges (ABC) Program, announced her support of the expansion of the America's Black Colleges (ABC) Program, Wednesday, June 30, 1993, at The National Press Club in Washington, D.C.

The ABC program, a cause-related marketing program designed to generate hundreds of thousands of dollars of financial contributions focuses on "Real Black Power" with the theme "In America, Minds and Money Are Power." The Program's goal is to increase funding for the over 115 historically and predominantly Black colleges and universities across the nation. This will be accomplished by tapping the over \$300 billion of consumer purchasing power of Black Americans for scholarships and teaching excellence awards.

Ms. Chisholm was joined at the press conference by corporate supporters of the program: Rob Ayers, senior vice president of marketing with MoneyGram from American Express, and Robert M. Bouza, senior vice president of Key Federal Savings Bank and president of its credit card subsidiary, Key Operations Center, Inc.

Under the ABC Program:

* MoneyGram from American Express will make an initial \$10,000 contribution to establish the MoneyGram Scholarship Fund for Black Colleges.

* For each of its MoneySaver preferred customer discount cards issued by ABC, MoneyGram will make a contribution to the scholarship fund for students attending the NAFEO member schools.

* Key Federal Savings Bank will offer the Key Federal-America's Black Colleges VISA (ABC) credit cards to the millions of Americans who support the cause of Black higher education. For every Key Federal-ABC card issued by the bank, and each time the card is used, Key Federal will make a contribution to the Key Federal-America's Black Colleges Scholarship Fund, which finances student scholarships and faculty awards for teaching excellence at NAFEO member schools.

* Additionally, each time a

MoneyGram transaction is charged to a Key Federal-ABC card, both MoneyGram and Key Federal will each make an additional donation to their perspective funds.

"We are proud to have Shirley Chisholm champion our cause. She is a true catalyst for change," said Alvin Lee, executive director of the America's Black Colleges Program. "MoneyGram and Key Federal Savings Bank have made major commitments. Combined with the leadership of Ms. Chisholm and the support of Black college alumni, we are confident that support for Black higher education will continue to expand. This is also a cost-efficient and effective way for major corporations to penetrate the Black consumer market."

MoneyGram from American Express is a worldwide money wiring service. MoneyGram allows consumers to send and receive funds, usually within 10 minutes, at more than 13,000 retail locations in 67 countries. MoneySaver is a preferred customer card, which rewards loyal customers with a 10 percent discount on fees every time they

wire money with MoneyGram.

Key Federal Savings Bank has participated in the America's Black Colleges Program since 1989. With the expansion of its ABC affinity program to include both unsecured, as well as secured, credit cards, Key Federal is now enabling the largest possible audience to join in supporting Black higher education. Key Federal Savings Bank, headquartered in Owings Mills, MD, is the oldest nationwide issuer of secured credit cards, and one of the largest in the banking industry.

The America's Black Colleges Program was founded in 1988 and began as a cause-related marketing program featuring an unsecured VISA. It had since expanded into other industries whose customer base includes many of the alumni and supporters of America's Black colleges and universities. The implementation of the program is the responsibility of a cadre of highly seasoned and experienced executives from many of the top corporations in financial services, advertising, communications, and product marketing.

NEW SCHOOLS

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proved by voters in 1988. With this year's 13 building's bond issue money has paid for 54 new schools: 15 new schools in 1990, 18 new schools in 1991 and eight new schools in 1992. Three more schools - Silverado High School, Bruner Elementary

School and the Academy for Advanced Technologies - will open with the 1994-95 school year.

Bond money also is paying for improvements to existing schools. Improvements this year include major additions to Lewis Rowe and Lois Craig elemen-

tary schools, and the student activity center at Boulder City High School, all of which are to be done by mid-July.

With the new buildings opening this fall, the Clark County School District will have 181 schools. (Although the previous total is 170 schools, all campuses of Horizon High School are counted as one).

NEWS

OF EDUCATION

Finding Financial Aid

(NAPS)—Adding up your financial aid options can make all the difference when it comes to being able to attend the college or vocational-technical school of your choice, experts agree.

Many of the rules are changing, thanks to new federal student aid legislation, reports the National Fraternal Congress of America (NFCA), an association of 97 not-for-profit fraternal benefit societies representing almost ten million members. Fraternal societies annually provide more than \$14 million in student financial aid and assistance to educational institutions, one of the world's largest private systems of financial support for education.

Here are some tips from NFCA to help you prepare for financing an education beyond high school:

- The first step is the financial aid office of the school you wish to attend.

- Using government-backed programs, almost everybody can now qualify for loans. The Higher Education Amendments of 1992 make it easier than ever to borrow.

- Financial aid can now be given to students who attend school less than half time. This helps students who must work their way through school.

- Scholarships can come from a variety of organizations. Investigate what is offered through your parents' jobs, military service, unions, professional organizations, ethnic



Little-known financial aid options may make it possible for many high school graduates to attend the college of their choice.

heritage groups and religion.

- You may be able to borrow money on an insurance policy. Check with your insurance agent about tax-free policy loans.

- Cut college costs wherever possible. Look into external degree programs, employer-financed education, work-study jobs and inexpensive community colleges.

Free Brochure

The fraternal benefit societies of the NFCA are not-for-profit organizations that provide community service and member benefits and other financial products, such as insurance to members. For a free list of NFCA organizations, send a self-addressed stamped envelope to: NFCA Fraternal Department, P.O. Box 3087, Naperville, IL 60566-7087.



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