

ENTERTAINMENT



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"The Lou Rawls Parade of Stars" features Budweiser spokesmen Ed McMahon and Lou Rawls, joined on stage by the beautiful Natalie Cole. The program will air in over 60 cities and raise millions of dollars for the United Negro College Fund.

United Negro College Fund Announces Second Annual "Lou Rawls Parade of Stars"

NEW YORK, NY — The United Negro College Fund is planning to launch its second annual "Lou Rawls Parade of Stars" campaign, built around a televised fund-raising special that will air in 60 U. S. cities in 1981. The "Parade of Stars," hosted by Lou Rawls and his co-hosts Ed McMahon and Natalie Cole, features top Las Vegas headliners performing from the stage of the Tropicana Hotel, among them: Sammy Davis Jr., Tony Bennett, Dionne Warwick, Bill Cosby, Sister Sledge, Norm Crosby and the Folies Bergere.

The first annual "Parade of Stars" aired in 45 cities across the country. A total of \$3.7 million was pledged to UNCF. The fund-raising goal for the 1981 special has been set at \$5 million.

Anheuser-Busch Companies, Inc. has provided seed-money grants for the "Parade of Stars" since the program's inception in 1979. Through its Budweiser brand, Anheuser-Busch has underwritten the production of the special and has invested additional funds for marketing, promotional displays and advertising assistance.

"The ultimate success of the 'Parade of Stars' takes place everyday on UNCF member college campuses, where thousands of young men and women are supported in their efforts to reach out for a better future," said August A. Busch III, Chairman of the Board and President of Anheuser-Busch at a recent UNCF event held in his honor. "I have no doubt that the results of this project will grow from year to year and will help to build a better society for us all."

In addition to entertainment by Lou and his guests, the 1980 special featured live fund-raising breaks telecast from local TV stations. Community celebrities hosted the live fund-raising breaks, while business and community leaders came on the air to pledge their contributions to UNCF. More than 7,200 volunteers across the country participated to make the special a success. The 1981 specials will use a similar format.

"The enthusiasm generated by last year's 'Parade of Stars' specials has given us high expectations for 1981," said Christopher F. Edley, Executive Director of UNCF. More than 7,200 volunteers across the country participated to make the special a success. The 1981 specials will use a similar format.

"The enthusiasm generated by last year's 'Parade of Stars' as a permanent annual event in each of the communities where it is broadcast."

The United Negro College Fund is a non-profit organization which raises funds for 41 private, historically black member colleges and universities. Of the 50,000 students who attend these colleges every year, over 90% require some form of financial aid. More than half of all UNCF students come from families earning less than \$11,000 annually.

"I feel very proud of the fact that I could be associated with something like the 'Parade of Stars,'" said host Lou Rawls. "Because, you see, what a lot of people don't realize is that if we don't keep in mind the education of our youth today, tomorrow may not come."

The United Negro College Fund is known by its motto: *A mind is a terrible thing to waste.* For more information, or to find out when the "Parade of Stars" is scheduled for your community, call the "Parade of Stars" toll-free hot-line at (800) 527-5222.