

Marilyn McCoo Co-Hosts Rawls' "Parade Of Stars"

Special To The Post
 Hollywood, California, Marilyn McCoo, host of the television program "Solid Gold" and former Fifth Dimension singer, will be one of the many stars adding entertainment, fun and excitement to the 1985 "Lou Rawls Parade of Stars" telethon.

This will be McCoo's fourth year on the program, serving as Rawls' co-host along with Ed McMahon. This is the sixth year of the "Parade of Stars." The show airs Saturday, December 28, from 6-12 midnight.

"It is a great feeling for my husband Billy Davis Jr. and me to be involved with such a tremendously important program as this, which benefits 43 predominantly black institutions of higher learning," said McCoo.

"These schools are vital to the development of our country," McCoo added. "Many of our nationally known black elected officials and thousands of black men and women in various professions across the country are graduates of black colleges and universities."

The private, historically black colleges represent fewer than four percent of American colleges. Yet,



Marilyn McCoo

Former Fifth Dimension they enroll an astounding 35 percent of all blacks attending four-year colleges and universities. Enrollment at these schools has in-

creased more than 10 percent since 1970.

"Thanks to Lou Rawls and Ed McMahon and the sponsors involved in this program, the 'Lou Rawls Parade of Stars' continues to raise funds that are needed to help keep the doors of opportunity open at black colleges," the former Fifth Dimension star said.

Traditionally, UNCF students depend on low-tuition rates. The cost of attending a UNCF school is about two-thirds the tuition and expense at private colleges nationally.

Most UNCF students come from low-income families. They can expect no financial help from their parents. Ninety percent of the students require scholarships and loans provided by the UNCF.

McCoo added, "In addition to helping the students get into school, the money raised by the UNCF and the 'Lou Rawls Parade of Stars' helps the 43 UNCF member colleges and universities to keep pace with modern technology, develop facilities, and attract outstanding faculty members."

The "Lou Rawls Parade of Stars" is made possible with the support of its national and founding sponsor,

Anheuser-Busch Companies, Inc. The company has underwritten the production of the program annually since its inception six years ago. Through its Budweiser brand, Anheuser-Busch also provides national promotional, advertising and marketing support for the program. National co-sponsor is the Kellogg Company. In its second year with the United Negro College Fund's telethon, Kellogg's contributions of seed money and advertising are supplemented by voluntary support from company employees throughout the nation.

The telethon's contributing co-sponsors are: American Airlines, General Motors Corporation, Polaroid Corporation and Popeye's Famous Fried Chicken.

ment winter fuel bills for those whose need is greatest.

"The need is there," said West, "and you, I, and Duke Power can do something to meet that need."

"Together, we can give a gift of warmth this holiday season."

counties with the greatest need.

Between the Share The Warmth Fund and the Community Challenge Heating Fund, announced by Duke Power earlier this month, there will be a potential \$2 million available through local agencies to supple-



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Duke Power Puts Spirit Into Holiday Season

Duke Power Co. today invited its one million-plus customers to join the company in putting the spirit of the holiday season into action.

"Between now and Christmas, we'll be asking our customers to 'share the warmth' with their less fortunate neighbors by giving \$1 or more to our Share The Warmth Fund," said Fred West, vice president of the utility's Charlotte Division.

"Gifts of \$1 to \$10 will be matched by the company's stockholders, up to a maximum of \$400,000," he said. "The money will go to local agencies to help low-income families pay winter heating bills, regardless of what fuel they use."

"If we can get our customers behind this," said West, "Share The Warmth has the potential for warming a lot of otherwise cold living rooms this winter."

Bills sent to customers between November 20 and December 20 will include a special postage-paid envelope. Separate checks, made out to the Duke Power Foundation Warmth Fund, should be returned in that envelope.

"We're asking our customers to write a separate check for the gift and to return it in the special envelope," said West, "so that customers will have a record of their contribution and to simplify the process of getting the money to the local agencies."

There is also a place on the special envelope for customers to identify the county where they want the money used, West explained. If no county is designated, the gift and matching funds will go to agencies in

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