

For Participating In CWOY

Businesses Have Twofold Motivation

By Joe Brown
Post Staff Writer

Over \$3,000 in cash and prizes was donated from 30 Charlotte advertising businesses and sponsors to this year's Charlotte Post's "Churchworker of the Year" contest. The contest has gained more popularity each year and has attracted new advertisers in its increase of community exposure.

Due to the popularity of the "Churchworker of the Year" contest, several area businesses see a great opportunity to gain added advertising for their business and participate in a worthy cause to work with the black churches in the community. The owners of these established businesses have donated trips, fur coats, jewelry, cosmetics, gift certificates and a host of other cash prizes.

The donors of the grand prizes have also been co-sponsors of the contest for several years. Eastern Airlines will be giving two trips away; one to the first place winner and the other to the pastor of the winning church. Second place winner will be awarded a fur coat by Victor's Furs in Charlotte. David Richards, the owner, has been pleased with their participation in the contest for years.

"It has been something we have been doing for years. We started advertising with the Charlotte Post before the contest, so we would have been involved with the Post either way. Even when the store was downtown, we were so much involved. We think it is something nice to do," commented Richards.

The hard working third place winner will receive a \$500 gift certificate from Winn-Dixie Supermarket. And the overall churchworker chosen in the category of congeniality will win a \$500 cash prize

from radio station WPEG-FM 98. The prize will be a jewelry piece valued at \$500. Nancy Cooper, general manager, expresses the station's three year relationship as one of the co-sponsors of the contest.

"We feel that it is an honor to be involved with the Post on the 'Churchworker of the Year' contest. It has been an admirable endeavor and we have enjoyed our association with them," Cooper states.

The list of other businesses join the grand prize donors in publicizing their businesses and reaching out a community hand to strengthening the circulation of the Charlotte Post. Several owners and managers give their comments of their recent or years of participation in the subscription campaign.

Ann's Beauty Salon. "I like participating in the progress of the black newspaper, whenever they try to do something for the community and themselves, so I don't mind." Ann Jones is the owner and her salon specializes in manicuring, hairpieces, facials and above all hair styling.

Dilworth Food Center. "We wanted to show our appreciation to the black community for its business and its support of us." Mr. Harrelson operates the store from the hours of 8 a.m. to 7 p.m., Monday through Saturday and 8 a.m. to 5 p.m. on Sundays.

Al Manch's Field's Jewelers. "We are always interested in helping out in any way that we can. We always have something to give when it is something legitimate like the Charlotte Post." The store opens from 9:30 a.m. to 5:30 p.m. six days a week with Mr. Manch the owner.

Peak's Drug. "We have been participating because it is a good project to the church. We think it is great

and shows community interest." Mr. Don Hill is the owner and the store runs from 8:30 a.m. to 8 p.m.

Chez Marjorie. "We get so much from the community so we should give something back." Ms. Majorie runs the shop that specializes in bridal gowns, formals and accessories. Hours are Monday through Thursday 10 a.m. to 8 p.m., Friday and Saturday, 10 a.m. to 6 p.m.

House of Charles. Mr. Charles is the manager. "The prize is something the people can get something out of and we can serve the community, too." The store opens from 9 a.m. to 7 p.m.

Famous Mart. "You asked us and we did it to accommodate you. And the Charlotte Post is a good newspaper." Mr. Gerald Sinoe commented on the store hours between 10 a.m. to 6 p.m. Monday, Tuesday, Wednesday, and Saturday-10 a.m. to 9 p.m. Thursday, Friday. Open Sundays six months out of the year (October 1 through April 1).

MWS Associates. "It's a real good program. The

giving part is good. We participate every year and it is just caring about people that make it very special. It also gives good advertising." Betty Slater is the owner and the store operates from 9 a.m. to 6 p.m.

Discount Uniform Shop. "I think it is very important that people do take an interest in their churches." Mr. Polioff's shop sells uniforms for doctors, nurses, restaurants, and hotel workers. The open hours are 9:30 a.m. to 5:30 p.m.

Other businesses not available for comment are Burger King (Mr. Nasif Majeed), Classic Touch (Darlene Little), Plej's Textile Mill Outlets (Mr. D. Buddin), West Coast Hair Studio, House of Unfinished Furniture (Mr. Bill Cole), Brownlee Jewelers (Mr. Al Rousso), Buffalo Tire and Automotive (Mr. Norman Green), Ledford's (Mr. Harris), Mr. Transmission (Mr. Goode), Naturalizer (Mr. Doug Masters), Pro Play, Vivian's Boutique, Holloway's Men's Shop (Mr. Holloway), NWBA, and Ray's Furniture, (Mr. Lawrence).

YWCA Presents Summer Series

The Uptown YWCA will present a Summer Series for Public Education at 418 E. Trade St. which began July 10. The subject at that time will be "Female Security" (Rape Prevention). This six-hour course will be presented by the Charlotte Police Department and will occur on July 17 from 6-9 p.m.

The next session will focus on "Being in Touch with Me." Chris Crawford of Kinder Mourn will facilitate discussion on the grieving process and its

effects on friends and suicide victims. This session will be held on July 23 from 7:30-8:30 p.m. The session is free and open to the public, parking is also available.



If it's true that you're as young as you feel, then Mary McLendon Allen must be a kid again. She recently celebrated her 77th birthday, even though her physical features say she's only 50. A native of Lincolnton County, Georgia, Mrs. Allen is a member of Second Calvary Baptist Church where she sings on the Vocal Choir, is a member of Sunday School and a member of Missionary Group No. 3. Mrs. Allen is the mother of three sons and daughters, Alexander Allen, Howard Allen, Willie Allen, Hattie Scott, Dorothy Howell, and Elnora Lofton.

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