



BALTIMORE, MD - The NAACP, America's oldest civil rights organization, recently received a \$50,000 pledge toward the cost of its new headquarters building in Baltimore, Md., from RJR Nabisco, Inc. Marshall Bass (left), senior vice president of RJR Nabisco,

presented a \$25,000 payment on the pledge, as well as a \$30,000 contribution to NAACP's Special Contribution Fund, to Benjamin L. Hooks, executive director of the NAACP.

RJR Nabisco Helps Finance NAACP Headquarters

Baltimore - To assist America's oldest civil rights organization in financing a new headquarters, RJR Nabisco, Inc. recently pledged \$50,000 toward the NAACP's relocation from New York City to Baltimore.

Escalating rent and the need for larger facilities motivated the NAACP, which had been based in New York since 1909, to construct a new building in Baltimore this year. The new headquarters will house staff offices, a conference center, and a National Civil Rights Library and Archives.

RJR Nabisco recently paid \$25,000 of its \$50,000 pledge to the NAACP building fund campaign, in addition to making a 1988 contribution of \$30,000 to the NAACP's Special Contribution Fund. The Special Fund supports national programs such as educational assistance, voter registration, and education,

affirmative action and minority enterprise, legal defense and family services.

RJR Nabisco presented NAACP with two checks totaling \$55,000 at NAACP's recent annual convention in Baltimore. Marshall B. Bass, senior vice president of RJR Nabisco, said, "The NAACP has helped eliminate discrimination in housing, schools, workplaces and the courts. The NAACP strives to obliterate the vicious poverty cycle and the plague of unemployment. And the NAACP seeks an even broader goal - to eliminate racial prejudice, combat indifference, and help awaken humanity. The NAACP moves this country toward achiev-

ing the principles of democracy and opportunity upon which the nation was founded."

In accepting the RJR Nabisco contributions, Benjamin L. Hooks, executive director of the NAACP, said, "You know this is appreciated. The statistics covering Black Americans in employment, education and housing - to identify but a few of the crucial areas of concern - are so overwhelmingly bleak that they demand an era of unprecedented commitment and activity."

RJR Nabisco, an international consumer products corporation with headquarters in Winston-Salem, N.C., is the parent company of Nabisco Brands, Inc.

Political Operatives

Continued From Page 9A
will increase and the number of black winners will increase, meaning more black representation in government," he says.

"Blacks will be better able to influence white candidates by working on their campaigns and becoming part of their team."

Robinson further explained, "Finally, as we become more exposed to modern campaign techniques, we'll be able to increase the awareness of the public-at-large, so they can make qualified decisions."

"One thing Congressman Walter Fauntroy stressed at the NCBL Conference in Charlotte is it's imperative that blacks build people who help candidates," reiterates Robinson.

The seminar fee is \$149 which includes three meals, the 21st Century Campaign Manual, and other materials. Charlotte citizens interested in the August seminar should contact regional coordinator, Phyllis Lynch, call 399-2274.

The 21st Century Education Fund, Inc. was founded in 1985 to help build the infrastructure required in the black community to win electoral races and influence the political process. The group plans to train 300 operatives over the next 10 years to run campaigns for all levels of public office in both political parties.

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