



**RECORD TOTAL FOR UNCF**—Lou Rawls, host of the "Lou Rawls Parade of Stars" telethon to benefit the United Negro College Fund (UNCF), is shown at the national telethon board following the telethon's 10th anniversary program. More than \$12 million was raised to help support educational opportunities at the 41 private, historically Black colleges and universities represented by UNCF.

### Coca-Cola USA To Award Thousands In Prizes & Scholarships In Sweepstakes

ATLANTA, Ga.—Coca-Cola USA will award more than \$130,000 in scholarships and prizes in the name of Dr. Martin Luther King, Jr. through its 1990 "Share the Dream" sweepstakes promotion.

The sweepstakes, which runs nationally through Feb. 28, is a program designed to help some lucky consumers achieve their dreams of a college education.

"Dr. King dreamed of a society in which each human being is allowed the freedom to achieve his or her greatest potential," said Charles E. Morrison, vice president, Coca-Cola USA.

"This program is an opportunity to help keep that dream alive and, for some youth, make it a reality," said Morrison. Over the past eight years, Coca-Cola USA has awarded more than \$750,000 in scholarship money through the sweepstakes.

The sweepstakes will be advertised during January and February in national magazines like Ebony, Jet and Black Enterprise and on local television spots.

Each year, the achievements of Dr. King and countless African-Americans are commemorated, beginning on the national holiday honoring Dr. King's birth, Jan. 15, and extending throughout February, Black History Month.

Sweepstakes winners will be randomly drawn for two grand prizes of \$25,000 scholarships and eight national winners of \$10,000 each. The scholarships must be used to attend one of the more than 117 National Association for Equal Opportunities in Higher Education member universities and colleges of each winner's choice.

Additional prizes include 10 Apple computers with printers; 10 framed

marble collages of Dr. King and other prominent African-Americans, and 300 framed commemorative prints of Dr. King.

No purchase is necessary to enter the sweepstakes. Applicants merely complete an entry form located at Coca-Cola Classic displays in retail stores or write their name, address, state, ZIP Code and phone number on a 3x5-inch card and mail to "Share the Dream Sweepstakes," P.O. Box 52107, Knoxville, Tenn. 37795. All entries must be received by April 13.

#### FACING FACTS BY FACING FACES

Smiles work wonders. Smiles get folks places in life. Smiles create friends. Smiles make the difference in many situations. Cheerful, sincere smiles open the door to countless opportunities.



IN A RARE PHOTO, DR. MARTIN LUTHER KING, JR. PLAYS WITH HIS DAUGHTER, BEATRICE. © 1979 FLIP SCHULKE



Above all,  
he stood  
for love  
and respect  
for all  
Americans.

Martin Luther King Jr.  
1929-1968

