

Entertainment Special to Benefit UNCF

Stevie Wonder, Paul McCartney, Roberta Flack, Stephanie Mills, Lionel Richie, Sister Sledge and Taste of Honey are a few of the superstars highlighting the fourth annual "Lou Rawls Parade of Stars" television fund-raising special to benefit the United Negro College Fund and its 42 private, historically Black colleges and universities.

Lou Rawls hosts the special with co-hosts Ed McMahon and Marilyn McCoo from the Coconut Grove at the Ambassador Hotel in Los Angeles.

Anheuser-Busch Companies, Inc., has provided seed money for the "Parade of Stars" since its inception four years ago. Additional funds are invested by the Budweiser brand of Anheuser-Busch for promoting local telecasts.

Other celebrities appearing during the "Parade of Stars" include Thelma Houston, Susan Anton, Nell Carter, Cheryl Lynn, Norm Crosby, John Schneider, Dick Clark, Debbie Allen, Barbie Benton, Andrae Crouch, T.G. Sheppard and Willie Tyler and Lester.

"The 'Lou Rawls Parade of Stars' has captured the hearts and minds of America, attracting thousands of Americans to join hands in this very worthy cause," said August A. Busch III, Chairman and President of Anheuser-Busch Companies, Inc. "Through the 'Parade of Stars,' UNCF's mission has become better known than ever before and its needs more widely accepted. Our unique partnership with Lou Rawls and the United Negro College Fund in this endeavor has been inspiring and gratifying to each of us. We hope that through this program, people will see the effectiveness of uniting behind a common goal."

This year, some 45,000 students are enrolled in UNCF colleges and universities. Over 90 percent of these young people require financial assistance, and half come from families earning less than \$13,700 annually. High unemployment and recent cuts in federal financial aid are making it difficult for these young men and women to continue their pursuit of higher education. Funds raised by the United Negro College Fund and its volunteers help keep tuition at UNCF colleges and universities low.

"The 'Parade of Stars' has conveyed UNCF's message that 'A mind is a terrible thing to waste' to people across the nation, generating pledges and contributions that our college urgently need," said Christopher F. Edley, Executive Director of the United Negro College Fund. "Reduced federal aid and high unemployment are making it increasingly difficult for UNCF students to cover their college costs. We look to programs such as the 'Parade of Stars' to help us keep the doors to higher education open to the thousands of deserving, but financially disadvantaged young people."

In the past two years, the "Parade of Stars" has generated more than \$10 million in pledges and contributions to UNCF. The special has aired in over 50 cities around the nation. The 1983 television special was produced by Dick Clark Presentations, Inc.

"This year's super talent and the magic of Dick Clark provide for a dazzling entertainment special with song, humor and excitement," said Lou Rawls. "The special, the celebrities and our good friends at Anheuser-Busch all support UNCF and its 45,000 students."



PARADE OF STAR HOSTS—Co-hosts of the 1983 "Lou Rawls Parade of Stars" television spectacular which annually generates millions of dol-

ars for the United Negro College Fund are Lou Rawls, Marilyn McCoo and Ed McMahon.



ANDRAE CROUCH



ROBERTA FLACK



PAUL McCARTNEY



STEVIE WONDER



COLLEGE DEGREE—Contributions to the United Negro College Fund through the Budweiser-sponsored "Lou Rawls Parade of Stars" television special will help thousands of young people obtain a college degree. Lou Rawls (right), UNCF alumni Lionel Richie (left) and Willie Tyler and Lester demonstrate what the UNCF mission is all about—a college education for every deserving student.

A mind is a terrible thing to waste . . .

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