



WALT DISNEY WORLD CHARACTERS PRESENTED BY KODAK—Walt Disney World characters Mickey Mouse and Goofy play an active role as part of Eastman Kodak Company's participation in various Black events during 1988. Here, Mickey and Goofy pose for pictures in a specially-designed picture-taking area provided by Kodak. Tigger, another character, is on the left. Kodak will present the characters at the Black Arts and Cultural Festival in Albany, N.Y., July 24, Harlem Week, New York City, Aug. 21, and the National Black Family Reunion, Washington, D.C., Sept. 10-11, 1988.

Eastman Kodak Co. To Participate In Cultural Events For Urban Black Communities

Eastman Kodak Company this year is again participating in many cultural events for urban Black communities in Albany, N.Y., Boston, Chicago, New York City and Washington, D.C.

Kodak's participation in these events consists of activities and exhibits tailored for families and young people through entertainment, music and athletics, said Richard S. Bartlett, vice-president and director, marketing communications. The program supporting these events—which began in 1987—also helps strengthen the company's role as a corporate citizen of each community, he explained.

"Kodak photographic products enjoy a strong acceptance among Black consumers," Bartlett said. "Many people expect a brand leader such as Kodak to be involved in important cultural events in their communities. We are committed to the success of these activities and to the people who make them succeed."

For example, in Chicago, Kodak sponsored "The Art of Jazz," a collection of black-and-white and color photographs of over 100 legendary jazz greats. The exhibit, which debuted during the 1987 Chicago Jazz Festival at Grant Park, was presented in conjunction with the DuSable Museum of African-American History. In March of this year, the exhibit was displayed at Boston City Hall.

In July, the exhibit will be featured in Albany, then once again as part of the Chicago Jazz Festival before traveling to events in Washington, D.C.

In addition to "The Art of Jazz" photo exhibit, Kodak's involvement in urban celebrations during 1988 includes:

- The Black Arts and Cultural Festival, July 24 at Empire State Plaza in Albany, N.Y. At the event, Kodak will present picture-taking appearances which are part of a musical variety show featuring the Walt Disney World Characters, a camera loaner program, a photo information center and "The Art of Jazz" exhibit. The company also will co-sponsor with its subsidiary, Sterling Drug Inc., an evening concert featuring Dakota Staton.

- Harlem Week '88, taking place Aug. 21 in New York at 135th Street and Lenox Ave. Ko-

dak's participation in this celebration will include a basketball clinic with a major professional basketball player, appearances by the Disney characters, a camera loaner program and a photo information center for picture-taking tips. In addition, the company will sponsor stage entertainment with the Harlem Boys Choir at the 125th St. "SuperSite" area.

- The Chicago Jazz Festival, Sept. 2-6 at the Petrillo bandshell in Grant Park. "The Art of Jazz" will be displayed, and Kodak will operate a camera-loaner program and photo information booth.

- The National Black Family Reunion, Sept. 10-11 at the Washington Monument and on the Mall in Washington, D.C. Kodak again will present the Disney characters' visit and feature "The Art of Jazz" exhibit.

Bartlett said that Kodak is also active with national organizations supporting Black achievements and education. The company recently gave a \$1 million gift to the United Negro College Fund, and will participate in the annual meetings of the National Association for the Advancement of Colored People (NAACP) in Washington, July 9-14, and the National Urban League in Detroit, July 11, Aug. 3.

The company also is a sponsor of activities of the National Council of Negro Women, he said, and last year sponsored Miss Collegiate Black America's tour of Black colleges across the United States.

"For some time now, Kodak has had an ongoing focus on Black awareness as part of its overall consumer messages," he explained. "For example, in 1987, Bill Cosby became our spokesman for the Kodak Colorwatch system. Other Kodak advertisements have featured Black athletes and families. These messages represent an important awareness of the pride of Blacks in the mainstream of American life.

"We value the loyalty demonstrated by the Black community to Kodak products," Bartlett added. "Through our participation in the cultural awareness events of these cities, we are giving viable, tangible examples of our appreciation."



Elynor A. Williams (second right), director public affairs at Sara Lee Corporation, presents a \$10,000 check to Rev. Joseph E. Lowery (second left), president of the Southern Christian Leadership Conference. Mrs. Evelyn Lowery (far left), national convener of SCLC Women, and S. Tyrone "Ty" Alexander (far right), executive director of organization planning and development at Sara Lee Corporation, look on.

Gov. Neil Goldschmidt Appoints Berkey And Harrel

Gov. Neil Goldschmidt has appointed Earnestine Berkey and Jacquelyn Harrel to the Oregon State Commission on Black Affairs. Goldschmidt has also reappointed Carolyn Leonard, Bill Ward and Joseph Wade to the commission.

Berkey, 53, has been the owner of Ber-Key Frame and Wheel, Inc. since 1977. She is currently a member of the National Association of the Advancement of Colored People. Berkey will complete a three year term left vacant by Eddie Harris who resigned. She will serve through June of 1989.

Harrel currently is the director of affirmative action programs at Portland State University. She is a member of the National Council of Negro Women and the National Association of Human Rights Workers. Harrel has been appointed to a term that expires in June of 1989. She will be replacing Dr. Dorothy Alexander who resigned.

Leonard, 45, is the Multi-cultural/Multi-ethnic Coordinator for Portland Public Schools. She has a B.S. in Business Administration and a M.S. in Elementary Education from Portland State University.

Ward, 42, of The Dalles is a senior substation operator for the Bonneville Power Administration. From 1984 to 1986 he was a member of The Dalles City Council.

Wade, 50, of Eugene is director of academic advising and student services at the University of Oregon. He received his Ph.D from the University of Oregon in 1982.

Leonard, Ward and Wade will all serve three year terms running through June of 1991.

The 11 member commission, subject to Senate confirmation, monitors existing programs and legislation concerning Blacks. The commission identifies problem areas in the programs and legislation and recommends action.

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Mr. & Mrs. Willie & Bettie Rounds, repeated their vows, June 4, 1988 at 2:00 p.m. Mr. & Mrs. Rounds was joined together June 1, 1963, in Holy Matrimony by Rev. J.W. Myles officiating the first marriage. Pastor Thomas Ray Brown officiated the June 4th service at Dethesda Christian Church. The couple renewed their vows along with friends and relatives. The couple have six children, three grandchildren and one great grandchild.

FUNERAL ANNOUNCEMENTS

BLANCH MYERS 80
Funeral services will be held at Morning Star Baptist Church, Northeast Ivy and Rodney Streets at 10:00 a.m., Saturday, July 2nd. The wife of Rev. Jerry Myers. Burial at the Lincoln Memorial Cemetery. Vann & Vann Funeral Director.

NATHANIEL MATTHEWS
Funeral services will be held at Philadelphia Community Baptist Church, 238 Northeast Mason at 10:00 a.m., Saturday, July 2nd. The father of Hubert Matthews. Burial at the Rose City Cemetery. Vann & Vann Funeral Director.

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3 Years - Writing ABC's

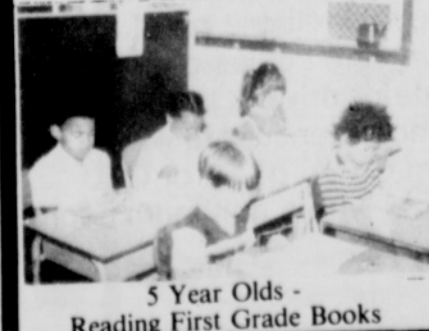


2-1/2 Year Olds - Learning Shapes

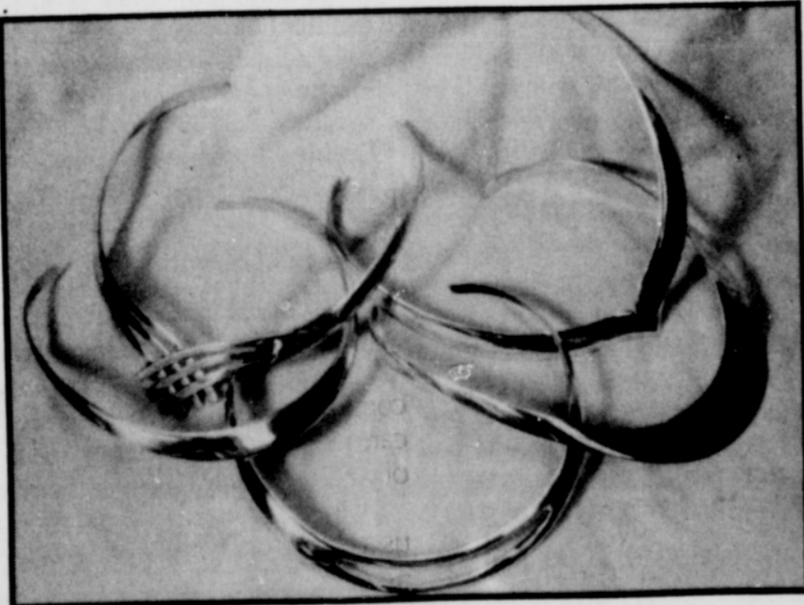


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