





BOOSTING MINORITY ENTREPRENEURS--Michael K. Lorelli, President, Pepsi-Cola East, center, confers with guests at the recent "Helping Hand Awards Dinner" of the New York/New Jersey Minority Purchasing Council, Inc. and its Vendor Input Committee (VIC) at the Meadowlands Hilton Hotel, Secaucus, NJ. With Lorelli, who was the keynote speaker for the affair, are, from left, Bill McCreary, Vice President, WNYW-TV, Fox Channel 5, the master of ceremonies, Mrs. Lloyd Ward, Frederick L. Blackmon, VIC Chairman and President, Classic Travel Consultants, Inc. and Lloyd Ward, Vice President, Operations, Pepsi-Cola East. Lorelli told the dinner guests of corporate leaders and minority business persons that Pepsi Cola has spent more than \$290 million with minority businesses since 1982.



AMOS AND MCDONALD'S: THEN AND NOW--John Amos, second from right, who recently hosted the 1989 McDonald's Literary Achievement Awards, poses during the program with (left to right) Ann Fox, senior manager, public relations, McDonald's; Lorraine Harrell, of Chicago, McKinley E. Dabney, Jr., of New York City, and Toni Press, of San Francisco, the winners in poetry, fiction writing and playwriting, respectively; and Susan Watson-Turner, general manager of the Negro Ensemble Company. Amos' first involvement with McDonald's was when he appeared in the commercial "Clean Up," which aired originally in 1970 and was revived recently as McDonald's prepares to celebrate its 35th anniversary next year.



**To all those who
have chosen to
light a candle
rather than
curse the
darkness,
we salute you.**



PHILIP MORRIS