

## Burger King Corporation Announces

### \$250,000 Scholarship Program

#### Five Historically Black Colleges To Receive Funding

WASHINGTON--Burger King Corporation announced the establishment of a new \$250,000 scholarship program in honor of its partnership with Operation PUSH, Inc. and the Minority Franchise Association, an affiliation of African American Burger King franchisees. The endowment fund has been created to enable African American students to pursue educational goals at five Historically Black Colleges. The fund will be equally divided so that a \$50,000 fund will be set up at each of the following schools: Florida A & M University in Tallahassee, Fla.; Clark/Atlanta University in Atlanta, Ga.; Howard University in Washington, D.C.; Central State University in Wilberforce, Ohio and Bennett College in Greensboro, N.C. The scholarship fund at Bennett College will be specifically named in honor of the Rev. Willie T. Barrow, National Executive Director and Chief Executive Officer of Operation PUSH, Inc.

C. Ronald Petty, President and Chief Operating Officer of Burger King Corporation, presented the \$250,000 check to the Rev. Willie T. Barrow and Gilbert Bland, President of the Minority Franchise Association. The ceremony took place just prior to a speech being delivered by the Rev. Jesse Jackson, the founder of Operation PUSH, Inc., at the sixth annual "In Honor of Excellence" symposium which honored our nation's leading educators. The symposium, sponsored by Burger King Corporation in cooperation with the National Association of Secondary School Principals and the Council of Chief State School Officers, was held at the Capital Hilton October 25 through October 29. Burger King Corporation chose this occasion to present the check to its partners because the theme of last year's symposium was "The Education Decade: School, Government and Business Partners for Excellence."

The scholarship fund is an extension of Burger King Corporation's commitment to its Covenant with Operation PUSH, Inc. and the Minority Franchise Association. "It is an expansion of our dedication to education because when you educate an individual, you provide the foundation for true economic empowerment," said C. Ronald Petty. Burger King Corporation has created this scholarship in the names of its Covenant partners. The Covenant, established on December 2, 1986, represents a commitment by Burger King Corporation to continue the expansion of meaningful business opportunities for African-American franchisees, employees, suppliers, professionals and entrepreneurs.

Burger King Corporation was acquired by Grand Metropolitan in January 1989. One of the United Kingdom's largest international companies, Grand Metropolitan is a world leader in the food, drinks, and retailing businesses. In addition, Grand Metropolitan's U.S. subsidiaries include The Pillsbury Company, Alpo Pet Foods, Carillon Importers, Heublein, Inc., The Paddington Corporation, and Pearle, Inc. Burger King Corporation and its franchisees operate more than 5,900 restaurants worldwide. In Fiscal Year 1988, Burger King Corporation had systemwide sales in excess of \$5.4 billion.



Reverend Willie T. Barrow (center), National Executive Director and Chief Executive Officer for Operation PUSH, thanks Burger King Corporation for a \$250,000 scholarship endowment for five Historically Black Colleges. The announcement was made by C. Ronald Petty (left), President and Chief Operating Officer of Burger King Corporation. Gilbert Bland (right), President, Minority Franchise Association of Burger King, expresses appreciation on behalf of the minority franchisees.

## First Black Elected Governor, Mayor of the Big Apple Highlight 'Ebony' Special History Section

The historic recent victories of L. Douglas Wilder as the nation's "First Black Elected Governor," and David N. Dinkins as "Mayor of the Big Apple" highlight Ebony's Special History Section, in the February issue.

Celebrating his recent gubernatorial victory as the first Black chief executive of Virginia, Wilder, 58, and the grandson of

slaves tells why he believes the hard road he's traveled to the Governor's Mansion carries with it such a big responsibility, and why it's one he won't take lightly. "I know I'll be watched more carefully perhaps than anybody ever," Wilder says. "I won't blow it."

As the newly-elected mayor of the

nation's largest city, David N. Dinkins, 62, and a 26-year resident of Harlem used his coalition-building savvy and "nice guy" image to make political history, and also confides, "I need to do well. If I can do my job well, then African-Americans across the land will be pleased and proud that I've done well," he states.

PORTLAND COMMUNITY COLLEGE

Join PCC in the  
*Celebration of Black History!*  
Plan to attend these FREE events . . . .



\* Martin Luther King School Choir, Wednesday, Feb. 7, 12:15 p.m., PCC Cascade Campus, 705 N. Killingsworth St. Don't miss this inspiring performance by the nationally-acclaimed King School Choir, directed by Kathy Gieffert.

\* Black Gospel Festival, Sunday, Feb. 11, 3:00 to 5:30 p.m., Jefferson High School Auditorium, featuring The Jubilee Choir of Mt. Olivet Baptist Church, Allen Temple C.M.E. Choir, Mt. Calvary Church of God Choir and a duet by Carl and Audre Parker.

\* Black Business Expo '90, Saturday, Feb. 24, 10:00 a.m. to 5:00 p.m., Cascade Campus Gymnasium, 705 N. Killingsworth St., featuring product and service displays by up to 70 business associations and businesses owned by African-Americans. Products will be for sale.

\* Keynote Address by Dr. Derrick A. Bell, Jr., professor of law at Harvard University and former dean, University of Oregon Law School, Monday, Feb. 26, 7:00 p.m., Cascade Hall Auditorium, 705 N. Killingsworth St.

*The Black Movement in Perspective  
20 Years Later . . . .  
Forward Together, Backward Never!*

Take  
charge  
of your  
future

# ROSA PARKS KNEW.

**O**N DECEMBER 1, 1955, ROSA PARKS BROKE THE RULES and took a bus ride to freedom in Montgomery, Alabama.

But even before that day, Mrs. Parks had committed herself to the pursuit of equality and individual freedom. She made invaluable contributions to the work of the NAACP. She was a key figure in the Civil Rights Movement, working closely with Dr. Martin Luther King, Jr. She is the founder of the Rosa and Raymond Parks Institute for Self Development, an organization to help young people fulfill their highest potential.



Mrs. Parks has been honored time and again for her contributions to the quality of life for all Americans. She is the recipient of ten honorary doctorate degrees, as well as the NAACP Springarn Medal

and the Martin Luther King, Jr. Non-Violent Peace Prize.

On Feb. 4, 1990, Rosa Parks celebrated her 77th birthday. She was honored that day with a special tribute at Washington's Kennedy Center commemorating her lifetime of achievement.

We at Burger King® Corporation salute Mrs. Parks for her unceasing dedication to freedom and justice for all people. And we wish her a continued lifetime of breaking the rules for the betterment of humanity.



**SOMETIMES YOU'VE GOTTA  
BREAK THE RULES.**