

# "Lou Rawls Parade Of Stars" Telethon

Continued from metro

Led by Grammy award-winning singer, Lou Rawls, the "Parade of Stars" has played a key role in mobilizing support for the College Fund, and has raised more than \$109 million in cash and pledges since it first aired. Proceeds from the show are used to expand educational opportunity at UNCF schools, which currently boast a combined enrollment of 54,000 students -- a 27 percent increase since 1986.

Telethon activities will originate from the East and West coasts. Lou will be joined in Hollywood by co-hosts and veteran UNCF supporters Marilyn McCoo, Ed McMahon, Patti LaBelle and Alex Trebek.

From the historic Apollo Theatre in New York City, Motown great Gladys Knight will co-host the festivities. The lineup of featured performers includes the versatile Ben Vereen, the inspirational sounds of the Winans, and the explosive hip-hop beats of Kris Kross and LL Cool J.

The celebrities who will add sparkle to the Hollywood marquee and urge viewers to give generously to UNCF are Ray Charles, Anita Baker, Eddie



Ben Vereen

Murphy, Michael Bolton, Boyz II Men, Robert Guillaume, Frank Sinatra, Oleta Adams, Quincy Jones, Michael McDonald and Gregory Hines.

During a recent conversation Rawls expressed his delight with the stars who have volunteered to perform for this special anniversary edition of the telethon. He

said, "I'm confident the talent we have lined up will make this a TV special you won't want to miss." He added, "We also want it to be the biggest ever in terms of contributions to the College Fund."

Since the UNCF's founding in 1944, member schools have graduated many of the nation's leading African-American citi-

zens. Among them are the Rev. Dr. Martin Luther King Jr., novelist Alice Walker, former Virginia Governor Douglas Wilder, opera diva Leontyne Price, filmmaker Spike Lee, Atlanta Mayor Maynard Jackson and former United Nations Ambassador Andrew Young.

William H. Gray III, current president and chief executive officer of the United Negro College Fund, says that the history of the organization and its member schools are filled with successes -- as well as challenges. Among today's challenges, Gray says, is to maintain and expand facilities to accommodate a continuous growth in enrollment, and to retain and recruit excellent faculty and staff members.

"Even as we take a moment to celebrate 50 years of accomplishments for our schools and our graduates, we can't rest on our laurels," Gray says. "As more students look to us for a quality education, we must go the extra mile to ensure that adequate resources are available to make their college experience meaningful and rewarding."

"The efforts of Lou Rawls, his celebrity friends and the corporate sponsors of the Parade of Stars are a tremendous help to the United Negro College Fund, and we are most appreciative."

The show will be beamed into millions of American households through a combination of television network affiliates, independents and cable stations, including superstations WGN and BET. The public also can catch the show through special radio simulcasts in selected cities.

The "Lou Rawls Parade of Stars" telethon is made possible with the support of its national and founding sponsor, Anheuser-Busch Companies. The St. Louis-based corporation underwrites the production of the program, and through its Budweiser brand, provides national promotional, advertising and marketing support for the program.

The Kellogg Company is national co-sponsor for the ninth consecutive year. Kellogg provides substantial support for local segments of the telethon in markets across the country. American Airlines and AT&T are associate sponsors. American, in conjunction with the telethon, will once again sponsor the "Fly AWay Challenge."

Extra-Strength Tylenol is the contributing sponsor, and Church's Chicken is a contribut-



Gladys Knight

ing co-sponsor. Other participating sponsors are General Motors, Eckerd/American Health and Beauty Aids Institute and Avon.

Wayman F. Smith III, corporate affairs vice president at Anheuser-Busch, the telethon's founding sponsor, noted the significant contributions that UNCF graduates have made to American society. Smith called on viewers of the "Parade of Stars" to make a special contribution in honor of UNCF's 50th anniversary.

Said Smith: "This year marks a milestone for UNCF, and everyone can support this important organization by tuning in and making a personal financial contribution. The stars have done their part by donating their time and talent. The financial success of the program now depends on our television viewers and friends."

Other popular stars who will join Rawls on the "Parade of Stars" include Tevin Campbell, BeBe & CeCe Winans, Keith

Washington, James Ingram, Mavis Staples, Jade, Johnny Gill, Vesta, Montel Williams, PM Dawn, LeVert, TV weathermen Spencer Christian and Willard Scott, Angie & Debbie, Teddy Pendergrass, comedian Carl Strong, Robin S., Billy Davis Jr., Sweet Honey in the Rock and Michael Jordan.

More than 54,000 students at UNCF schools benefit from the contributions generated by the telethon. The show makes it possible for young people to develop necessary academic and leadership skills to make a difference in society.

Nearly 90 percent of students attending UNCF schools require financial assistance to complete their college education, since a majority come from low-income families. Contributions generated by the "Lou Rawls parade of Stars" telethon help UNCF colleges and universities keep tuition low.

(For exact show times, please consult local listing)

## Sutherland Electrical Contractors Enhances Their Team

Sutherland Electrical Contractors (SEC), Inc., a 64-year-old company specializing in unique and challenging industrial and commercial construction projects, has hired a new Industrial estimator, and promoted a long-term employee.

Ken Maynard recently joined SEC as an Industrial Estimator. Maynard brings with him 20 years of electrical estimating and management experience. In the past nine months with SEC, he has obtained several industrial projects including Durham Waste Water Treatment Support Facility, McMinnville Water Reclamation Facility, and a petrol chemical project for Arco.

"We're very fortunate to have ken on board," said SEC President Bob Agee, "his knowledge and expertise on industrial projects make him a valuable resource for our customers and a real asset to our team."

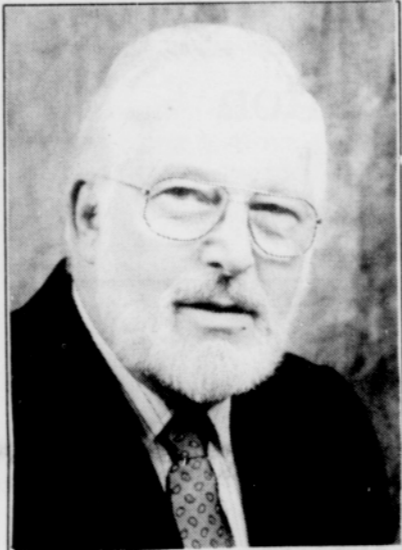
Wesley (Wes) Randall has been a part of the SEC team for over six years. He was recently promoted from Material Handler to Warehouse Manager, where he is responsible for pick-up, deliv-



Ken Maynard

ery, maintenance, and repair of all of Sutherland's vehicles and tools. "Our primary responsibility in the warehouse is to keep up on supplies so that our electricians have what they need to stay on schedule at the job site," explained Randall.

"We depend on Wes and the warehouse crew to keep things running smoothly," added Agee, "Quality control in the warehouse is an



Wesley (Wes) Randall

essential part of our ability to complete projects on time and on budget."

Sutherland Electrical Contractors employs over 85 skilled professionals, and has a reputation for successfully completing projects which require specialized construction and technical assembly, such as; the Morrison Street Birdge lighting, the Portland Center for the Performing Arts, and the Oregon Museum of Science and Industry (OMSI).

## Through the Storm: Yolanda Adams

Continued from metro

sage in the style the young people relate to.

Yolanda wants to insure that her music and its messages reaches all generations. She is particularly concerned about the young people. This singer maintained a full time teaching job (elementary school) for eight years, while pursuing her dream to become a full time Gospel artist. While her love for children remains strong, her need to deliver the message of the Lord has guided her to work full time as a Gospel artist. She currently maintains a busy concert schedule and is now preparing to record her next album.

The doors are opening for Yolanda Adams; she has been invited to perform twice on the Tonight Show hosted by Jay Leno. Tonight Show music director, Brandford Marselles discovered her talent while driving across country during his move from New Orleans to Los Angeles. She has become a regular face on the Bobby Jones Gospel Hour, and her music is being played across the country by both Gospel and secular radio stations.

This multi-talented artist describes her music as, "contemporary, jazzy, and fun." "I equate my music with freedom. Freedom means being able to laugh and smile. My music is here to encourage those who are looking for a better way of life."

## Dispose of old paint, solvents and pesticides safely.

Clean the unwanted hazardous household products off your shelves and dispose of them safely. You'll be doing a favor for your family and the environment.

### Where?

Metro Household Hazardous Waste Facilities:

#### Metro Central Station (NEW!)

6161 NW 61st St., Portland  
Take St. Helens Road to Kittredge, turn left onto Front Avenue. Go to Northwest 61st and turn left. Metro Central Station is on the right.

#### Metro South Station

2001 Washington St., Oregon City  
Just off I-205 at the Park Place/Mollala exit (exit 10). Turn right on Washington Street at the first traffic light.

### When?

9 a.m. to 4 p.m.  
Every Thursday, Friday and Saturday

### What?

Products such as leftover paint, solvents, pesticides, automotive fluids, household and automotive batteries, and aerosols are accepted for safe disposal or recycling. Look for label warnings such as flammable, danger, warning and caution.

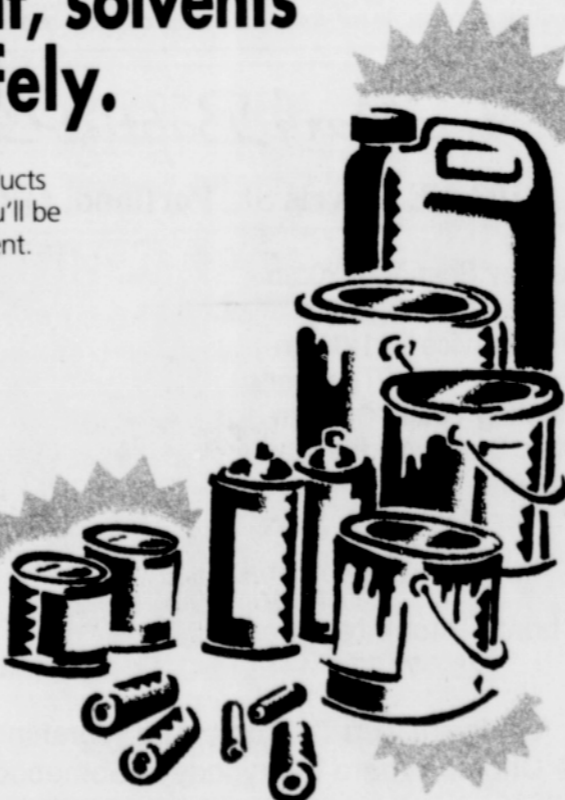
Waste must be from your home and cannot exceed 35 gallons. Sorry, commercial waste cannot be accepted.

### How much does it cost?

\$5 to \$10, depending on quantity, for amounts up to 35 gallons

### Questions?

Call Metro Recycling Information, 234-3000  
Ask for a free booklet about alternatives to hazardous products.



DAY 1: KATHLEEN SULLIVAN JOINS WEIGHT WATCHERS

DAY 14: KATHLEEN SULLIVAN HAS LOST MORE THAN 8 LBS

# \$12.

## That's all it takes to get a Superstart™.

It's wonderful news for people in a hurry to start losing weight. It's the remarkable new Superstart program and you'll find it only at Weight Watchers.

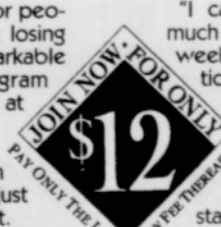
Former network anchor Kathleen Sullivan had this to say after just one week on Superstart: "For me getting started has always been the hardest part of losing weight. But with Superstart, Weight Watchers has created an incredibly simple and easy to follow weight loss program that lets you see dramatic results quickly."

"After just a week I've lost more than five pounds. But what's really remarkable is that I did it eating terrific food, and plenty of it."

"And I'm not alone. People who follow the program have lost an average of more than 5 lbs. in just two weeks."

"I can't wait to see how much I've lost in my second week. And there's no question for me that I'll stick with Weight Watchers Superstart. I intend to reach my goal."

The two-week Superstart program works. If you want to see results quickly, then you'll love Superstart. As Kathleen says, "What are you waiting for? Come and do Superstart with me. And if you join now you pay only \$12 for your first week. That's what I call a Superstart."



### Weight Watchers Superstart!

297-1021  
Call Weekdays 8:30am to 5pm

#### NORTHEAST PORTLAND

Maranatha Church  
4222 N.E. 12th  
(Enter on Skidmore)  
Sat. 9:30am

Temple Baptist Church  
1319 N.E. 7th  
Fireside Room  
Tuesday 12:00pm

Tillamook Park Bldg.  
2108 N.E. 41st Ave.  
Mon. 7:00pm; Tues. 7:00pm;  
Wed. 9:30 am & 5:00pm;  
Thurs. 7:00pm; Fri. 9:30am

Nationwide Insurance  
919 N.E. 19th Ave.  
Wed. 11:30am

#### NORTH PORTLAND

Northminster Presbyterian  
2823 N. Portland Blvd.  
Fellowship Hall  
Tues. 7:00pm

University of Portland  
5000 N. Willamette Blvd.  
Columbia Hall, (Enter From  
Portsmouth); Wed. 5:00pm

This is Kathleen Sullivan's experience. As people vary, so does individual weight loss, maintenance and results. Fee for subsequent weeks \$10.00. Offer good from 1/3/94-1/29/94. See receptionist for details. Offer available in participating areas only. Cannot be combined with any other offer. ©1993 WEIGHT WATCHERS INTERNATIONAL, INC., owner of the WEIGHT WATCHERS trademark.