

# Daphne Maxwell Reid To Star In New Infomercial

Daphne Maxwell Reid, acclaimed star of "Frank's Place" and "The Fresh Prince of Bel-Air", and celebrity hair care and image consultant Bernard Evans have joined forces to produce an infomercial introducing Bernard Evan's Platinum Hair Care System(TM), an advanced new hair care system for African-Americans.

The new infomercial, airing later this summer, will educate consumers about hair care and Bernard Evan's Platinum Hair Care System(TM), a three phase system designed to bring out a luxurious look in all types of hair. The new hair care line marks the first item that sophisticated hair care products have been made specifically for the needs of African-Americans. "Daphne Maxwell Reid is known for her beauty, glamour and talent, and is the ideal spokesperson for the Platinum Hair Care System(TM), explained Bernard Evans. "Daphne displays the self-confidence and success which comes from looking your best."

"Beautiful hair makes men



Daphne Maxwell Reid

and women feel more self-confident," Evans added. "That is why my products were developed. These shampoos and gels go far beyond just making your hair look great."

Daphne Maxwell Reid was born and raised in Manhattan's West Side. She was discovered while attending Northwestern University, when her photograph was featured in an article

in "Seventeen" magazine. She was quickly signed by the Eileen Ford agency and soon was a working model, appearing in many magazines, including the cover of "Glamour".

Daphne is an accomplished television actress, equally at home with drama or comedy. Her credits include regular roles on "Simon & Simon", "Frank's Place," and is currently starring as Vivian Maxwell on NBC-TV's "Fresh Prince of Bel-Air".

Bernard came to New York City -- the fashion capital of the world -- seventeen years ago from his native Florida. Evans opened his own salon, and his creativity and commitment to his clients soon earned him a reputation as the preeminent image maker of African-American celebrities. Bernard has been privately using these products on clients, including many international celebrities of screen and stage, for years.

The Platinum Hair Care System(TM) includes a variety of elegantly packaged shampoos, conditioners, sprays and gels.

# Employment in Oregon: April 1994

Oregon's seasonally adjusted unemployment rate dropped to 5.9 percent in April, from the March rate of 6.3 percent. This drops Oregon's unemployment rate slightly below the national figure of 6.4 percent.

The number of Oregonians unemployed is now 97,100. This is the first month since November 1991 when fewer than 100,000 Oregonians have been actively seeking work without finding suitable employment.

April marks the second consecutive month with a large decline in Oregon's unemployment rate. While this is good news for Oregon's workforce, analysts at the Employment Department caution that the new U.S. Bureau of Labor Statistics formulas used to compute most states' rates are resulting in unusually large fluctuations in Oregon's monthly unemployment rates.

In April Oregon's employment counts from the Employment Department's survey of businesses showed a slight decline in overall seasonally adjusted employment levels. A seasonally adjusted decline of 2,500 jobs in total nonagricultural payroll indicates the job growth of the past two years has moderated early this year.

Part of the employment decline in April is attributed to the trucking industry strike ending April 29th. Nine hundred trucking workers were on strike and were not counted in the payroll employment totals.

Hiring new workers in the construction sector in April was not as strong as in previous years, causing construction's seasonally adjusted employment to decline by 500 jobs over the month. Still, construction employment levels, remain at historically high levels in Oregon. Durable goods manufacturing showed a slight gain in April, and is now 900 jobs above its January level, on a seasonally adjusted basis. Notably, fabricated metals manufacturing, which now employs 11,800, has turned the corner after the national recession, adding 300 jobs over the month, and 900 jobs over the year. Wholesale trade employment has basically been flat since January. Seasonally adjusted retail employment grew by 800 in April, to return to its February level.

Cutbacks in federal natural resource agencies continue to impact Oregon. Nine hundred fewer federal government workers are employed than in April 1993. Similarly, state government employment is not expanding the Oregon's population growth, and now employs the same number of workers as it did one year ago.

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# Innovative Statewide Campaign Raises Funds For 400,000 of Oregon's Neediest Citizens

What's daring, courageous, bold, classy and satisfies the appetite? The Network of Oregon Food Bank's statewide raffle of a new 1994 Lexus aimed at raising over half-a-million dollars to feed the 1 in 6 Oregonians who need help to feed their families. Tragically, half of Oregon's hungry are children.

Mr. James DePriest, nationally acclaimed conductor of the Oregon Symphony and Co-Chair of the Oregon Campaign to End Childhood Hunger, will purchase the first offi-

cial \$50 raffle ticket to win a new 1994 Lexus ES 300. This will kick off an intensive 5-week campaign to sell 12,000 tickets. The winning ticket will be drawn on July 4, 1994.

You are invited to be on hand for this important event:

When: Tuesday, May 24, 1994 at 10 a.m.

Where: Lobby of Portland Towers, 950 S.W. 21st, Portland, Oregon

What: Mr. James DePriest, recognized throughout Oregon for his commitment to alleviating hunger,

will buy ticket #1 in this first-ever statewide raffle to fight hunger. The prize will be a new 1994 Lexus ES 300.

Who: Representatives from the Network of Oregon Food Banks will briefly discuss hunger in Oregon and this unique statewide campaign. Never before in the history of the state have so many organizations joined forces to raise funds to make such an impact on hunger at the local level.

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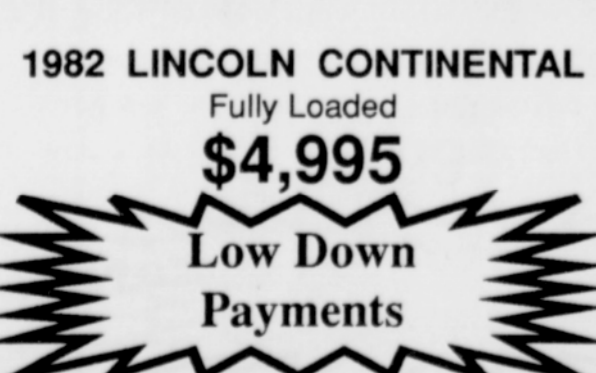
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