



FOR IMMEDIATE RELEASE

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**THE LAGRANT FOUNDATION TO AWARD  
\$125,000 TO ETHNIC MINORITY STUDENTS**  
*Scholarships will be given to undergraduate and graduate students majoring in  
advertising, marketing or public relations*

LOS ANGELES (November 24, 2009) – The LAGRANT Foundation (TLF) is now accepting applications for \$125,000 in scholarships for the 2010/2011 academic year. Applications must be submitted to TLF by Friday, February 26, 2010 for consideration.

Ethnic minority undergraduate and graduate students majoring in advertising, marketing or public relations are eligible for the TLF scholarships. A total of 20 scholarships will be awarded. Undergraduate scholarships are worth \$5,000 each and graduate scholarships are worth \$10,000 each.

TLF was established in 1998 by Mr. Kim L. Hunter, whose vision is to see more ethnic representation within the fields of advertising, marketing and public relations. By targeting college students, TLF paves the path toward a successful career right from the start.

TLF scholarship requirements are as follows: students must be of African American, Asian/Pacific Islander, Hispanic/Latino or Native American descent; must have a 2.75 GPA if undergraduate or 3.2 GPA if graduate; must be seeking an undergraduate or graduate degree at an accredited college or university; must be enrolled in one of the three programs mentioned above; and must make a commitment to maintain contact with TLF for assistance with professional development.

Since its inception, The LAGRANT Foundation has awarded close to \$1 million to more than 130 ethnic minority students nationwide. On June 7, 2010 TLF will celebrate its 12<sup>th</sup> Anniversary Scholarship Recognition Reception and Awards Program in New York City. The scholarship recipients will participate in a day-long career development workshop and have the opportunity to meet with industry professionals. All travel expenses for the scholarship recipients will be paid for by TLF. Scholarship recipients must be available to attend all TLF scholarship events.

Thanks to its committed board of directors and donors, TLF continues to strive toward achieving its mission of increasing ethnic minorities in advertising, marketing and public relations.

Donors who have contributed \$5,000 or more in cash are:

**Alloy, American Express, Amgen, APCO Worldwide, Bank of America, Castells & Asociados, Council of Public Relations Firms, Draftfcb, Edison International, Elan Pharmaceuticals, Fleishman-Hillard, GolinHarris, Guardian, Heyman Associates, Hill & Knowlton, HSBC, Johnson & Johnson, Jordan, Ketchum, Macy's, McCann Worldgroup, NORDSTROM, Ogilvy Public Relations Worldwide, Prudential, Union Bank, Verizon, Waggener Edstrom Worldwide, Waste Management, Weber Shandwick Worldwide and American Airlines, the official airline of TLF.**

Scholarship applications may be obtained through TLF's website at [www.lagrantfoundation.org](http://www.lagrantfoundation.org) or by calling Programs Manager Ericka Avila at 323.469.8680, ext. 233 or [erickaavila@lagrant.com](mailto:erickaavila@lagrant.com).

*About The LAGRANT Foundation*

*The LAGRANT Foundation is a nonprofit 501 (c)(3) organization whose mission is to increase the number of ethnic minorities in the fields of advertising, marketing and public relations by providing scholarships, career development workshops, internships, professional development and mentors to African American, Asian Pacific American, Native American/Alaska Native and Hispanic/Latino undergraduate and graduate students. For more information, please visit [www.lagrantfoundation.org](http://www.lagrantfoundation.org).*

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