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UNCF, NATIONAL PAN-HELLENIC COUNCIL, PARTNER TO HELP COLLEGE SENIORS GRADUATE AND TO SUPPORT UNCF AN EVENING OF STARS® TRIBUTE TO CHAKA KHAN PRESENTED BY TARGET

Greek Organizations Rally for UNCF's Text To Donate Campaign for Emergency Student Aid To Help Seniors Graduate

FAIRFAX, VA (December 22, 2010) - UNCF--the United Negro College Fund-- and the National Pan-Hellenic Council (NPHC) are partnering to make sure that seniors at UNCF member colleges graduate on time. All nine members of the National Pan-Hellenic Council--Alpha Kappa Alpha, Alpha Phi Alpha, Delta Sigma Theta, Iota Phi Theta, Kappa Alpha Psi, Omega Psi Phi, Phi Beta Sigma, Sigma Gamma Rho and Zeta Phi Beta--are rallying around the late-January broadcast of UNCF *An Evening of Stars® Tribute to Chaka Khan* and the UNCF Campaign for Emergency Student Aid (CESA) to raise \$250,000 to support recession-impacted graduating seniors who need to pay off balances for tuition, books and room and board before they can receive their diplomas.

The Greek organizations are joining forces to encourage their undergraduate and alumni members and friends to participate through the Text To Donate component of the campaign featured in this year's UNCF *An Evening of Stars®* show. From January 1 through February 28th, supporters of each Greek organization will be able to text the letters for their sorority or fraternity to make a \$10 donation to UNCF. Supporters may also visit www.UNCF.org and click on the Campaign for Emergency Student Aid icon to help a child graduate from college. UNCF *An Evening of Stars® Tribute to Chaka Khan* will air nationally on more than 40 network stations in major markets on Saturday, January 29th, and on BET Networks on Sunday, January 30th at 10 p.m. and on WGN America (check local listings). The tribute to Chaka Khan marks the 32nd anniversary of UNCF's two-hour entertainment television special. A complete list of stations and background information can be found online at www.aneveningofstars.org.

"We are excited about this new partnership with the National Pan-Hellenic Council and their commitment to education," said Michael L. Lomax, Ph.D., UNCF president and CEO. "Many students at UNCF schools are still being impacted by the recession and they are finding themselves in financially vulnerable positions. All nine Greek organization members of the National Pan-Hellenic Council understand the importance of an education and the doors of opportunity it can open. It's inspiring for us to work together with our community to ensure that all children get the college degrees they need and our nation needs them to have."

The National Pan-Hellenic Council is also establishing a CESA scholarship specifically for members of its nine Greek organizations; the scholarship will be administered by UNCF.

As the recession lingers, many students at UNCF schools are at risk of having to drop out of college. Unemployment and pay cuts still reduce families' financial support for their children's education. The credit crunch still keeps private student loans off the market. And students still come up short of the funds they need to cover tuition and room and board balances.

"The National Pan Hellenic Council's relationship with UNCF is a perfect match. Our goals are aligned," said Council of Presidents Chairman Dwayne M. Murray, Esq. "Each of our organizations are seeking ways to fund the education opportunities for young people in all walks of life. I am calling upon

all Councils of the NPHC to help UNCF in its fundraising efforts and to watch UNCF *An Evening of Stars Tribute to Chaka Khan* on January 29th and 30th 2011."

With more than 40 years in music behind her, Grammy-winning R&B/soul singer Chaka Khan will be surrounded on the UNCF *An Evening of Stars*® stage by the greatest talent in entertainment and education, as she is presented with the UNCF Award of Excellence. The award cites her long entertainment career and support for UNCF and minority education.

This year's program will feature award-winning singers and performers Stevie Wonder, Fantasia, Angie Stone, Melanie Fiona, Ledisi, El DeBarge, Estelle, Faith Evans, Ginuwine, Bettye LaVette and Herbie Hancock. The parade of celebrities joining Dr. Lomax in celebrating Khan also includes Academy Award winner Mo'Nique, Akon, LeVar Burton, Kim Coles, Taraji P. Henson, Quincy Jones, Tom Joyner, CNN's Soledad O'Brien, Boris Kodjoe and Nicole Ari Parker, Amber Riley, Bobb'e J. Thompson, Tracie Thoms, Access Hollywood's Shaun Robinson, Lauren Velez, and a special taped appearance by Mary J. Blige. The celebrities will not only entertain but will make special appeals for all Americans to text to donate to help seniors graduate from college.

All Pan-Hellenic Council members, friends and family are encouraged to text the letters for their fraternity or sorority to 50555 on their cell phones to donate \$10 to help these students walk the last mile to their education. Individuals can text up to \$30 per cell- phone monthly billing cycle. Supporters may also donate to the Campaign for Emergency Student Aid online. To learn more, visit www.aneveningofstars.org and click on the Campaign for Emergency Student Aid icon; or contact Christal Cherry, UNCF National Director, Alumni, Groups & Faith Partnerships at (404) 302-8623, for answers to questions about the UNCF-Pan Hellenic partnership.

Text the following codes to **50555 to help your Greek organization raise money for a graduating senior:**

Alpha Kappa Alpha: text **UNCF AKA**

Alpha Phi Alpha: text **UNCF APA**

Delta Sigma Theta: text **UNCF DST**

Iota Phi Theta: text **UNCF IPT**

Kappa Alpha Psi: text **UNCF KAP**

Omega Psi Phi: text **UNCF OPP**

Phi Beta Sigma: text **UNCF PBS**

[Sigma Gamma Rho: text UNCF SGR](#)

Zeta Phi Beta: text **UNCF ZPB**