ATLANTA (July 29, 2009) – Clark Atlanta University alumni and friends have answered the call to show off the University throughout Georgia streets and freeways with the new CAU commemorative license plate, now available for 2010.

In a symbolic passing of the 500 applications needed for a specialty plate in the Clark Atlanta University Commemorative License Plate Project are left to right: Tanya Mitchell Cobb, project coordinator, CAU ’96, ‘99; Funmilola Olokun, Georgia Department of Revenue representative; Aristide J. Collins Jr., vice president for Institutional Advancement and University Relations; and Gay-linn E. Gatewood-Jasho, director of Alumni Relations, CC ’81, CAU’94.

(more)
Jasho said, “One-on-one contact with dedicated alumni and friends over the years in an attempt to obtain a specialty tag became the driving force for the success of this project. In past years, we only missed the mark by a few applications. When more members of the CAU family became aware of this story, they rallied this year to make our goal.”

Marketing components of the project included phone-a-thons, an electronic campaign, assistance from local chapters, mailings and assistance from alumni in the Tax Commissioner’s Office.

Vice President Collins said,” Getting the CAU license plate back on the road after a long absence is another benchmark in our alumni and community re-engagement. Over the last two years, the University has experienced increases in alumni participation in a variety of areas, including giving, involvement in the Alumni Relations office and connection through alumni chapters; this type of enthusiasm has to be sustained over a period of time so we can move to our next level of institutional advancement. The CAU license plate is a powerful and visible symbol to let the general public know that the Clark Atlanta University family is moving forward. We would like to thank all of the alumni and friends who volunteered to help make this a reality.”

Others interested in applying for the CAU commemorative tag can obtain information on the CAU Web site:  www.cau.edu.  The form must be downloaded by July 31, 2009.

Formed in 1988 by the consolidation of two historic institutions, Atlanta University (1865) and Clark College (1869), Clark Atlanta University is the largest of the United Negro College Fund institutions with an enrollment of more than 4,000 students.
Clark Atlanta University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097: Telephone 404-679-4501) to award the Bachelor’s, Master’s, Specialist and Doctor’s degrees. The Carnegie Classification lists CAU as a Research University – High Research Activity. CAU is listed as one of the best southeastern colleges by The Princeton Review and has been selected to the Washington Monthly’s 2008 list of best colleges and universities. National business and consumer publications rank Clark Atlanta high among the best buys in American higher education.

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