



MEDIA ALERT for Friday, August 22

ALSAC/St. Jude Contact:

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Clark Atlanta University Freshmen Pen Letters for Up 'til Dawn benefiting St. Jude

WHAT: As a kickoff to the 2008-2009 Up 'til Dawn fundraising campaign, the freshman class of Clark Atlanta University will hold its first "All Team Meeting", benefiting St. Jude Children's Research Hospital®. More than 1,200 students will address and mail out letters asking friends and family to donate to St. Jude, one of the world's premier pediatric cancer research centers.

WHEN: **Friday, August 22, 2008; 7:00 p.m. – midnight**

WHERE: The Henderson Students Center
Clark Atlanta University • 223 James P. Brawley Drive, SW

VISUAL

OPPORTUNITY: Freshman Class writing letters
Entertainment provided by:

- Clark Atlanta University's Greek lettered organizations and dance team
- Radio personality Maria Moore from Hot 107.9 FM
- Fashion Show featuring Clark Atlanta University students
- Appearance by the Yellow Love System

**BACKGROUND
INFORMATION:**

Up 'til Dawn is a student-led fund-raising program hosted by colleges and universities nationwide. It unites faculty, students, the community and sponsors in a goal to help St. Jude find cures and save children. Clark Atlanta University has been part of the Up 'til Dawn program for 3 years and has raised more than \$60,000 for St. Jude.

For more information about Up 'til Dawn, visit www.stjude.org.

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