

MEDIA ADVISORY

FOR MORE INFORMATION:

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**2004 McDonald's Academic Excellence Award –
Scholarship Recipients Honored at Ceremony**

WHAT: Five St. Louis/Metro East high school seniors affiliated with the Mathews-Dickey and the Jackie Joyner-Kersey Boys' and Girls' Clubs are the recipients of the first ever McDonald's Academic Excellence Award. A one-time amount of \$2,500 was awarded to each student's college/university of choice. The United Negro College Fund of St. Louis also participated in the administering of the applications.

WHEN: The recipients were honored during a Recognition Ceremony this past May at the Ronald McDonald House in the Central West End.

WHY: Recipients were selected by a committee and met the following criteria; a completed application with essay, interview, academic performance, references, community involvement, and the desire to achieve a higher education.

WHO: The recipients of the 2004 McDonald's Academic Excellence Award are:

Jacquelyn Bailey, Marquette High School – attends Xavier University
Teresa Hines, Normandy Senior High School – attends Howard University
Cameron Roberson, McCluer North High School – attends Univ. of Missouri, Columbia
Jennene Anthony, East St. Louis Senior High – attends Northern Illinois
Ashley Harris, East St. Louis Senior High – attends University of Illinois, Chicago

*****Be on the lookout for the 2005 Academic
Excellence Scholarship Application this November!**

McDonald's is the leading global foodservice retailer, with 153 restaurants in the St. Louis and Metro East Area. Approximately 80 percent of all McDonald's restaurants worldwide are owned and operated by local, independent businessmen and women. McDonald's 30,000 restaurants globally serve nearly 46 million people each day.

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