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## FOR IMMEDIATE RELEASE

### UNCF EMPOWER ME TOUR LANDS IN SOUTH CAROLINA MARCH 4- 5

*Event at Benedict College inspires youth to excel in academic, financial and personal responsibility; on-site college admissions, scholarships and internships are offered*

**COLUMBIA, S.C. (March 1, 2016)**—The UNCF Empower Me Tour (EMT)—a free, traveling college-and career-readiness road show—will stop in Columbia, S.C. Friday and Saturday, March 4 and 5, offering students the chance for on-site scholarship offers and college admissions from select historically black colleges and universities (HBCUs), as well as on-site internship and job offers with select companies. UNCF (United Negro College Fund), the country’s largest and most effective minority education organization, is bringing the EMT to thousands of high school and college students across five cities during the 2015-16 academic year, thanks to the support of national sponsors Darden Foundation, FedEx, Procter & Gamble, the U.S. Marine Corps and Wells Fargo.

“The UNCF Empower Me Tour makes the possibility of college real to many young people across the nation by equipping students and parents with information, tools and resources to help them make informed decisions,” said Gigi Dixon, Director of Strategic Partnerships for Wells Fargo. “Wells Fargo is excited to team up with UNCF once again to provide students with interview training and job opportunities upon graduation.”

The UNCF EMT was created to prepare students to go to and through college and inspire them to take control of their future by using education as the foundation for achieving their goals and dreams. It provides students and parents with a full day of college and career workshops and engaging panel discussions with special guests.

For the South Carolina tour stop, activities will be spread across two days, targeting college students on Friday, March 4 and high school students on Saturday, March 5, at Benedict College, which is among 37 UNCF-supported HBCUs. Benedict College President Dr. David Swinton will welcome high school students to his campus Saturday morning.

“We’re excited to invite South Carolina students to one of the Palmetto State’s many HBCUs, and hope they get a glimpse of the value and values these historic institutions offer,” said Rosalind McGinnis, UNCF area development director. “Our motto is ‘A mind is a terrible thing to waste, but a wonderful thing to invest in<sup>®</sup>, and UNCF is grateful to all the companies, colleges, sponsors and supporters who have invested their time and treasure in making this Empower Me Tour a success for South Carolina’s students.”

For college students, Career Readiness Day Activities begin March 4 with registration at 10:30 a.m., followed by sessions, workshops and a career zone lasting until 5 p.m. College students will receive expert tips on resume writing and how to interview for jobs. They will also have the opportunity to interview on-site with select companies for internships or first-year job placements. View a complete schedule of [Career Readiness Day here](#).

For College Readiness Day March 5, educators, entrepreneurs and business executives will share their personal educational journeys with participating high school students and their parents from 8:30 a.m. to 4 p.m. For instance, eighth- through 10th-grade students can find out how to maximize their high school experience in a

workshop hosted by Darden Foundation, while 11th- and 12th-grade students can learn about scholarships from UNCF and parents can engage in a “Paying for College” workshop presented by Wells Fargo.

Young men and women will receive guidance during breakout sessions per gender to discuss self-image, self-esteem and self-empowerment. Representatives of several HBCUs will be on hand to talk with students, and some will offer on-site admissions and scholarship awards. Participating HBCUs, which are all among the 37 member institutions that receive support from UNCF, are: Allen University, Benedict College, Bennett College, Bethune-Cookman University, Clark Atlanta University, Claflin University, Edward Waters College, Huston-Tillotson University, Lane College, LeMoyne-Owen College, Miles College, Morehouse College, Morris College, Philander Smith, Rust College, Talladega College, Tuskegee University, Virginia Union University, Voorhees College, Wilberforce University, Wiley College and Xavier University of Louisiana. View a complete schedule of [College Readiness Day here](#).

For more information on the Empower Me Tour and to register for **FREE**, visit [www.EmpowerMeTour.org](http://www.EmpowerMeTour.org).

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#### **About UNCF**

UNCF (United Negro College Fund) is the nation’s largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports students’ education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF institutions and other historically black colleges and universities are highly effective, awarding nearly 20 percent of African American baccalaureate degrees. UNCF awards more than \$100 million in scholarships annually and administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at more than 1,100 colleges and universities. Its logo features the UNCF torch of leadership in education and its widely recognized motto, “A mind is a terrible thing to waste.”® Learn more at [UNCF.org](http://UNCF.org), or for continuous updates and news, follow UNCF on Twitter at [@UNCF](https://twitter.com/UNCF).