

NEWS RELEASE



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Pride Entrepreneur Education Program Hosts Inaugural Scholarship Luncheon Sponsored by AT & T North Carolina and Fifth Third Bank

Charlotte, NC. – February 9, 2009 - -The Pride Entrepreneur Education Program (PEEP) will host The PEEP Luncheon on Thursday, February 19 at The Blake Hotel.

The PEEP Luncheon will put local students from Communities in Schools, Phillip O. Berry Academy of Technology and West Charlotte High School face-to-face with skilled professionals and entrepreneurs, while ensuring that the necessary work of helping them prepare for bright futures will continue. Students will hear an exciting panel of professionals and entrepreneurs discuss the various paths they have traveled and the importance of education. The luncheon serves as a fundraiser; proceeds from the event will benefit the PEEP Scholarship and Career Mentoring Programs.

“This event will motivate, inspire and guide students while helping them see the link between doing well in school and future success,” said Pauline Feimster, Executive Director of PEEP. “Many young people are interested in learning more about the various career options that they have after high school, yet they lack the necessary guidance from professional mentors and role models in these fields. PEEP is working to address this void through a creative partnership between entrepreneurs, skilled professionals and students.”

The PEEP Luncheon kicks off the 2009-2010 scholarship process and marks the first day that scholarship applications will be available at www.peepcharlotte.com. PEEP will award scholarships to African Americans, up to age 25, interested in pursuing careers and entrepreneurial endeavors. The PEEP Scholarship will enable qualifying recipients to attend recognized trade and technical schools, colleges, and universities.

This is the second year that scholarships have been made possible by a generous \$25,000 donation from the Fifth Third Foundation and Fifth Third Bank.

PEEP Luncheon table sponsors to date include AT & T North Carolina, Fifth Third Bank, Wachovia, Lowe’s Motor Speedway, Herb Gray, *Pride Magazine*, Coca Cola Bottling Co. Consolidated and NewsChannel 36.

About Pride Entrepreneur Education Program (PEEP)

PEEP is a non profit organization recognized under Section 501(c) (3) of the Internal Revenue Code. Its purpose is to help eliminate future socio-economic disparities in the African American community by promoting education, entrepreneurship and vocational skills. To sponsor or volunteer for the upcoming luncheon, please call 704.375.9553.

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