

For Immediate Release  
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**R.R. Bowker to present \$10, 852 check to ALA Scholarship Endowment**

The R.R. Bowker Company, a division of Reed Reference Publishing, will present a \$10,842 check to the American Library Association (ALA) Scholarship Endowment during the ALA Annual Conference in New Orleans.

The contribution is being made as a result of an incentive offer to librarians who completed questionnaires for the "American Library Directory." Bowker offered a contribution to ALA scholarships for each questionnaire returned in an effort to encourage prompt responses.

"The offer enabled us to speed our publication schedule by helping a cause that we all believe in," said Nan Hudes, director of marketing for Bowker.

The ALA Scholarship Program supports a number of \$3,000 annual scholarships for students who are beginning a master's degree in library and information studies at an ALA-accredited education program. Scholarship endowment funds include scholarships named in honor of David H. Clift, Louise Giles, Tony Leisner, Thomas Drewes, Mary Gaver and Miriam Hornback.

For more information about the ALA Scholarship Program, contact: ALA Awards Committee, Staff Liaison, 50 E. Huron St., Chicago, IL 60611.

The Bowker contribution will be presented to ALA President Marilyn Miller on Monday, June 28, at 7 :30 p.m., at the Membership Meeting at the New Orleans Hilton.

