

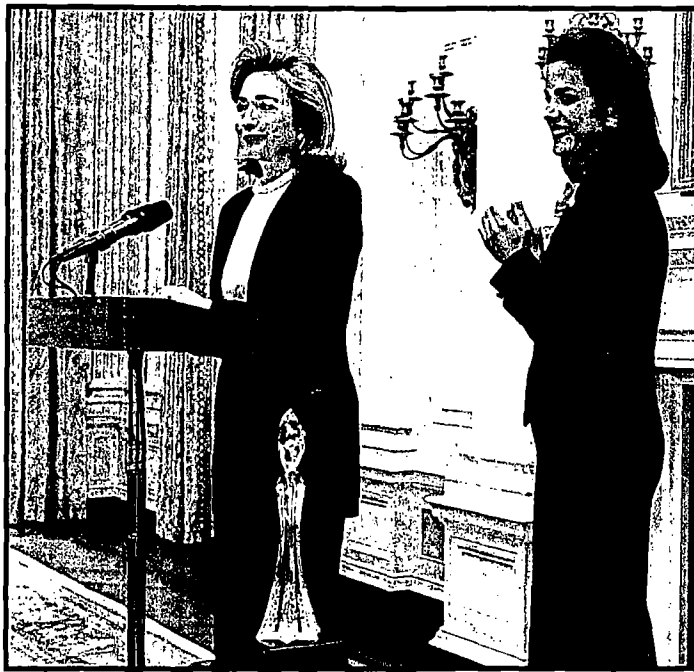
The 1995
Miss America
75TH ANNIVERSARY



Ten Dollars

WOMAN OF ACHIEVEMENT:

HILLARY RODHAM CLINTON



Would like to
give HRC
Miss America
Achievement Award.

Woman of Achievement Trophy
provided by Waterford Crystal, Inc.

*"The Miss America Organization has always understood
the value of investing in women."*

—Hillary Rodham Clinton

She started out as a Girl Scout in Chicago. An avid participant in sports, she also excelled in school, graduating at the top of her class from Wellesley College and Yale Law School. As a staff attorney for the Children's Defense Fund, she developed a life-long passion for children's well-being. After "following her heart to Arkansas" to marry Bill Clinton, she taught law, gave birth to a daughter, worked as partner of a law firm, and became First Lady of Arkansas. As First Lady of the United States, she has championed the causes of education and health care. Talk about achievement!

But achievements in academic, professional and governmental circles haven't been enough for Hillary Rodham Clinton. At the heart of all

her aspirations has been the desire to make the world a better place for children and their families.

The Miss America Organization is proud to salute Hillary Rodham Clinton for the excellent work of her mind, hands, and heart. She received this year's Miss America "Woman of Achievement Award" for her 25 years of service to children and their families.

In a White House ceremony, Heather Whitestone presented Hillary with a crystal sculpture and a grant for \$25,000, to be awarded to the charity of her choice. "I commend the Miss America Organization for their commitment to the future of this nation," she responded.

The First Lady and the Miss America Organization share a commitment to community service. This year, Miss

America established a partnership with the Corporation for National Service, to promote community service projects by participants in the Miss America competition.

Previous winners of the Woman of Achievement Award include:

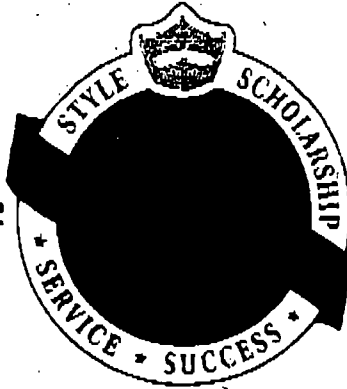
- Nan Roman, vice president of the National Alliance to End Homelessness
- Mary Davis Fisher, artist and AIDS activist
- Elizabeth Glaser, founder of the Pediatric AIDS Foundation
- First Lady Rosalynn Carter, for her work on behalf of people with mental illness or handicaps.
- First Lady Betty Ford, for her dedication to cancer awareness and recovery from chemical dependency.

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*File
National
Service*

Contact: Mary McGinnis
(609) 345-7571
Miss America Organization
OR
John Healy/Ellen Butler
(312) 527-0355
Prescott-Healy Company
OR
Wendy Grassy
(202) 606-5000
Corporation for National Service

FOR IMMEDIATE RELEASE

MISS AMERICA ORGANIZATION ADOPTS NEW COMMUNITY SERVICE PLATFORM

MAO Joins Forces with Corporation for National Service

NEW YORK, NY, January 26, 1995 – Leonard Horn, CEO, Miss America Organization (MAO), and Eli Segal, Assistant to the President for National Service and CEO, Corporation for National Service (CNS), today announced the ~~formation of a partnership to collaborate on national and community service initiatives.~~ The partnership comes as part of MAO's formal adoption of a new institutional ~~platform of community service for its contestants, titleholders and Miss America herself.~~

MAO's institutional platform is an extension of the personal platform concept initiated by the Organization in 1989, which enables Miss America and state titleholders to formally speak out on issues of importance to themselves and society at large. Today, the Miss America national competition and all state and local competitions have been modified to incorporate this issue-oriented focus.

"It's clear that the personal platform concept has been embraced by the American people, yet our original vision of the platform program was incomplete until today,"

- more -



Miss America Organization Adopts New Community Service Platform

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said Horn. "Beginning this year, in partnership with the CNS, not only will each Miss America and state titleholder select an issue to champion, but the Organization will champion community service as our institutional platform."

The Corporation for National Service was created as the Federal government's new initiative to mobilize the American people and actively involve them in the most urgent issues facing communities across the nation. CNS programs include AmeriCorps, which offers students educational awards in exchange for a year of community service, Learn & Serve America, and the National Senior Service Corps.

The partnership between MAO and CNS involves the execution of national and community service initiatives both on a national and state level. Programs will be rolled out in stages by state-level "networks" comprised of the state pageant organizations and CNS state-level offices. MAO and CNS expect the participation of at least one-third of state networks this inaugural year.

Also this year, each Miss America state titleholder will aid in the promotion of community service by becoming involved in CNS programs in her state. In addition, the state-level network will collaborate on a local community service project during the week each state pageant is held.

On the national level, the Miss America Organization, represented by Miss America, will help promote the national service programs of CNS. In 1995, MAO will play a prominent role during National Volunteer Week, April 24 - 28, as well as the National Day of Service on April 25. Miss America and state titleholders are expected to participate in various events, bringing added visibility and awareness to the activities.

"We congratulate the Miss America Organization on the adoption of an institutional platform of community service," said Segal. "We're pleased to initiate a collaborative

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venture centered on direct service activities that re-invigorate communities, reward civic responsibility and expand educational opportunities."

The announcement of the Miss America Organization's institutional platform and partnership with the Corporation for National Service comes in conjunction with the kick-off of the Organization's 75th Anniversary held in New York City this week.

The Miss America Organization, a not-for-profit corporation based in Atlantic City, New Jersey, is committed to providing young American women with the opportunity to enhance their personal and professional development through scholarship programs and achievement-oriented opportunities. The program, which is the single largest provider of scholarships to women in the world, enlists the participation of thousands of the country's highest women achievers, as well as more than 300,000 volunteers.

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THE WHITE HOUSE
WASHINGTON

January 24, 1995

Mr. Leonard Horn
Chief Executive Officer
The Miss America Organization
Post Office Box 119
Atlantic City, New Jersey 08404

Dear Mr. Horn:

On the occasion of the 75th anniversary of the Miss America Pageant. I congratulate the Miss America Organization for its legacy of inspiring women to develop their skills and talents so that they may achieve their goals and dreams.

I commend you for marking your 75th year by extending your volunteer tradition and making service to our communities the official platform of the Miss America Organization. As a strong partner of AmeriCorps, you will encourage service and expand opportunities for citizens to join in rebuilding communities throughout our nation.

I extend a special thanks to the former winners of the Miss America title who are present to inaugurate this special year. Each of you continues to represent our country with grace, intelligence and dignity.

Sincerely yours,

Hillary Rodham Clinton

Hillary Rodham Clinton

*Marjorie -
As you may know, this letter
was inserted into our
75th Anniversary press
kit, FYI...
John*