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## Phonathon Kicks Off in Vegas Style

Winthrop University

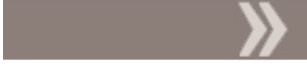
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# Phonathon Kicks Off in Vegas Style

## Quick Facts

- This year's goal is to raise \$200,000 in support of the Winthrop Loyalty Fund for academic scholarships, faculty awards and Winthrop Alumni Association initiatives.
- The campaign will be conducted Sunday through Thursday evenings from 6 to 9 p.m. and will conclude on March 6.

ROCK HILL, S.C. - Nearly 60 Winthrop students have begun contacting alumni and parents to update them on campus activities and to garner their financial support during the **Loyalty 2005 Phonathon**.

This year's goal is to raise **\$200,000** in support of the **Winthrop Loyalty Fund** which provides unrestricted money for academic scholarships, faculty awards and Winthrop Alumni Association initiatives. The campaign will be conducted Sunday through Thursday evenings from 6-9 p.m. and will conclude on March 6.

The annual phonathon is directed by **Teleia Tollison White**, assistant director of annual giving and coordinator of cyber gifts. White and development staff members selected a "**Las Vegas Nights**" campaign theme to bolster the motivation of student callers throughout the endeavor. The theme will be carried out through games, T-shirts and other incentives.

"I am very excited about kicking off the Loyalty 2005 Phonathon. This year's callers are highly motivated people and very excited about sharing Winthrop news with our alumni and parents," **White** said.

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