

EMPIRE STATE

EDUCATIONAL SCHOLARSHIP FUND

Dear Friends,

The journey to selecting Miss New York 2012 has begun. We are thrilled that the new home of Miss New York is Staten Island, New York at the historic St. George Theater. The Staten Island community is behind us 100% and we hope you will be too by donating to our Elite 100 Campaign.

This past summer, 21 contestants from across New York State competed for the coveted title of Miss New York and over \$30,000 in Miss New York Scholarships.

As volunteers of the Miss New York Scholarship Organization, we fully support our contestants' educational pursuits knowing that higher education empowers them for success, both professionally and personally. We have the pleasure of supporting New York's brightest young women and hope you will join us in our continued effort to increase our support.



22 year old Miss New York 2011 Kaitlin Monte utilized her scholarships to pay the remainder of her student loans for her undergraduate studies.

Our goal is to raise \$10,000 to award our new Miss New York 2012. This year, we have instituted 3 major levels of scholarship donation.

- \$500.00 Elite-100 Donor
- \$250.00 Elite-100 Donor
- \$100.00 Elite-100 Donor

Supporters on each level will be listed in our program journal and on our website under the 3 levels referenced. Also listed will be donors who give above the \$500.00 level.

We need 100 people just like you to join the Elite 100 Club and help us reach our goal. In these tough economic times, can you imagine the financial pressure our contestants and their families are facing in order to pursue their degrees?

The Miss New York Scholarship Organization is a state preliminary to Miss America that has a rich history in empowering young women to become leaders in their communities through higher education. We do not award cash prizes. Instead, we pay our scholarships directly to the contestants' undergraduate or graduate institution.

THERE ARE TWO WAYS TO MAKE YOUR TAX DEDUCTIBLE CONTRIBUTION:

Donate directly on our website, www.missny.org using the "make a donation" link. Or, send your check via mail to:

Empire State Educational Scholarship Fund

C/O Miss New York Organization

PO Box 68

New York, NY 10113

(Checks can be made payable to: Empire State Educational Scholarship Fund OR ESESF)

We appreciate your support and thank you for your generosity.

Kenny Mack, Executive Director, Miss New York Organization (Kennymack@missny.org)

Marryann Lang, President, Empire State Educational Scholarship Fund (Maryanne@missny.org)