KOOL ACHIEVER AWARDS

Building Pride In America's Inner Cities

Established in 1986, the KOOL Achiever Awards recognize adults whose personal or professional efforts are creating a better way of life in inner-city communities.

Each recipient receives a $10,000 contribution from Brown & Williamson to be donated to the qualifying non-profit, inner-city community service of his or her choice. One award recipient is selected in each of five categories: Arts, Business, Civic, Communications and Education.

In 1990, the Company will also donate $2,000 to each award finalist, to be presented to the qualifying non-profit urban area service of his or her choice.

Please join us on our *5th Anniversary,* along with our highly supportive community organizations* to identify and honor these outstanding individuals.

To nominate a KOOL Achiever, Call 1-800-341-5211.

*Participating Organizations: National Association for the Advancement of Colored People, National Association for Equal Opportunity in Higher Education, National Association of Negro Business and Professional Women's Clubs, Inc., National Business League, National Newspaper Publishers Association, National Urban League and Opportunities Industrialization Centers of America.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

5th Anniversary