

# NEW COLLEGE NEWS RELEASE

NEW COLLEGE, SARASOTA, FLORIDA  
FURMAN C. ARTHUR — INFORMATION

FOR RELEASE: Wednesday p.m. (June 3, 1964)  
Thursday a.m. (June 4, 1964)

Sarasota, Fla.---A \$100,000 gift has been made to New College by one of America's largest corporations.

Benton W. Powell, chairman of the New College Trustee's Development Committee, in announcing the gift, said that the firm wished its name to be withheld because of corporate gift policy.

Powell noted that the company was among the 50 largest in the nation with operations in almost every state in the nation.

"This gift was made as a statement of faith in the principles upon which New College was founded," said Powell. "It was made by a firm which has witnessed tremendous growth in recent years and in recognition of the potential expressed in the plans and in the progress of the college."

He said that the gift was unrestricted as to its use but that it would be utilized carefully to help bring about the academic excellence which was the basis for determination of the gift.

President George F. Baughman said that New College now is beginning to tell its story to some of the major U.S. corporations and asking for their support in the development of a special endowment and scholarship program.

"This gift, one of a number made to New College by businesses and corporations, provides the strong base we can use to tell our story to other companies."

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