

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

Sent: Tuesday, April 06, 2010 9:30 AM

Subject: The Home Depot Reveals the 2010 “Retool Your School” Campus Improvement Grant Finalists for Historically Black Colleges and Universities

**The Home Depot® Reveals the 2010 “Retool Your School”
Campus Improvement Grant Finalists for Historically Black Colleges and Universities**



**More saving.
More doing.™**

*Schools from 16 States and the District of Columbia Vie for \$150,000 in Grants from
The Home Depot Campus Improvement Program*

New York, NY– April 6, 2010 – Sixty-two Historically Black Colleges and Universities (HBCUs) from across the country have been announced as finalists in The Home Depot 2010 “Retool Your School” campus improvement grant program. The HBCU finalists are competing for \$150,000 in on-campus improvement grants and are counting on their communities and the public to help them win. From April 5 to May 15, supporters can visit www.homedepot.com/retoolyourschool to vote for their favorite HBCU and help make a difference on the campuses.

“We know as well as anyone that the smallest change can have the biggest impact on the lives of others,” said Frank Bifulco, senior vice president and chief marketing officer, The Home Depot. “This program does more than just enhance the campuses of Historically Black Colleges and Universities. It also offers our communities the opportunity to show their support for these culturally rich institutions.”

The HBCU finalists hail from the great states of Alabama, Arkansas, Florida, Georgia, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, DC and West Virginia. Some of the potential improvement projects entered by the HBCU finalists include upgrading a student greenhouse,

creating an alumni remembrance butterfly garden and adding a baseball field. Each of the improvement projects entered will enhance campus life for current students and future generations.

To apply for the “Retool Your School” grants, Historically Black Colleges and Universities submitted applications on the “Retool Your School” Website by the March 15 entry deadline. One \$50,000 grant recipient and 10 \$10,000 grant recipients will be selected by votes submitted by the public and an advisory board of community influencers. The “Retool Your School” winning schools will be announced in June. Fifty-nine percent of the nation’s HBCUs applied to the “Retool Your School” grant program.

As part of this unique program, The Home Depot also created three new commemorative HBCU “Retool Your School” gift cards to showcase inspirational moments experienced on HBCU campuses as well as how-to projects, from painting to landscaping. For each gift card sold, a donation equal to five percent of the face value, up to \$150,000, is being designated for the on-campus improvement grants. Consumers can purchase the specialty gift cards online at www.homedepot.com/retoolyourschool. An e-gift card, which will deliver a digital e-card instantly to the e-mail of the recipient’s customer’s choosing and traditional plastic gift cards can also be ordered and mailed for free. Instant e-gift card denominations start at \$10 and traditional gift card denominations start at \$25.

For more information on The Home Depot “Retool Your School” grant program or to purchase a “Retool Your School” gift card, visit www.homedepot.com/retoolyourschool.

About The Home Depot

The Home Depot is the world's largest home improvement specialty retailer, with 2,245 retail stores in all 50 states, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, 10 Canadian provinces, Mexico and China. In fiscal 2008, The Home Depot had sales of \$71.3 billion and earnings from continuing operations of \$2.3 billion. The company employs more than 300,000 associates. The Home Depot's stock is traded on the New York Stock Exchange (NYSE: HD) and is included in the Dow Jones industrial average and Standard & Poor's 500 index.

The Home Depot “Retool Your School” HBCU Finalists

Alabama

Alabama State University
Concordia College
Gadsden State Community College
Miles College
Oakwood College
Stillman College
Talladega College
Tuskegee University
J.F. Drake State Technical College

Arkansas

Shorter College

District of Columbia

Howard University
University of the District of Columbia (UDC Foundation)

Florida

Bethune-Cookman University
Edward Waters College
Florida A&M University
Florida Memorial University

Georgia

Clark Atlanta University
Fort Valley State University
Interdenominational Theological Center
Morehouse College
Morris Brown College
Spelman College

Louisiana

Dillard University
Southern University of New Orleans
Xavier University

Maryland

Coppin State University
Morgan State University

Mississippi

Alcorn State University
Jackson State University
Mississippi Valley State University
Rust College
Tougaloo College

Missouri

Harris-Stowe State University
Lincoln University

North Carolina

Elizabeth City State University
Fayetteville State University
North Carolina Central University
St. Augustine's College
Winston-Salem State University

Ohio

Wilberforce University

Pennsylvania

Cheyney University of Pennsylvania

South Carolina

Allen University

Benedict College

Claflin University

Clinton Junior College

Tennessee

Fisk University

Knoxville College

Lane College

Meharry Medical College

Tennessee State University

Texas

Huston-Tillotson University

Jarvis Christian College

Paul Quinn College

Prairie View A&M University

Texas College

Wiley College

Virginia

Hampton University

Norfolk State University

Saint Paul's College

Virginia Union University

Virginia University of Lynchburg

West Virginia

Bluefield State College

Contact:

Charell Charleston

UniWorld Group

212.219.7106

charell.charleston@uwgny.com

Kaitlyn Bergfeld

UniWorld Group

212.219.7268

kaitlyn.bergfeld@uwgny.com

About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at www.multicultural.com

Lisa Skriloff, Editor
Multicultural Marketing Resources, Inc.
101 Fifth Avenue, Suite 10B
New York, NY 10003