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MEDIA RELEASE

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UM ALUMNI PHONATHON NETS \$4,135 IN BILLINGS

MISSOULA--

The University of Montana Excellence Fund Phonathon held March 29 in Billings raised \$4,135 according to Gayle Walton, assistant director of the UM Foundation. Thirty-two callers, comprised of alumni and friends of the University, received pledges from 120 alums and an additional 246 alumni pledged support without specifying an amount.

"By the time all the outstanding pledges are in we expect to surpass the \$7,500 goal," Walton said.

David Baker, co-chairman of the event with James Thompson, said: "I was very pleased with the amount of money we raised and the number of alumni we contacted." Baker said one of the purposes of the phonathon was to create an opportunity for increased alumni giving in the future.

The phonathon was held at First Bank Billings and was conducted by the UM Foundation and the UM Alumni Association to help the University meet a national goal of \$200,000 for its annual fund-raising campaign.

So far the University has raised over \$150,000, Walton said. More than \$77,000 was raised this fall in Missoula, primarily from the Missoula business community. Over \$5,800 was raised March 15-17 during a Missoula phonathon.

Another phonathon is planned in Great Falls in late April.

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