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University of Montana

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MEDIA RELEASE

braun/vsl
3/9/84
Great Falls

UM ALUMNI PHONATHON NETS \$4,881

MISSOULA--

The University of Montana phonathon to alumni living in the Great Falls area raised \$4,881, according to Dale Woolhiser, chairman of the event.

The phonathon was conducted Monday and Tuesday nights at First Bank Great Falls. Pledges were received from 184 alumni; the average gift was \$26.53. Twenty-one volunteers served as callers.

The phonathon is an annual event conducted by the UM Foundation and the UM Alumni Association to raise money for the university's Excellence Fund. The money provides extra benefits to the university, such as scholarships, additional materials for the library and research grants to faculty.

The national goal for the Excellence Fund is \$200,000. A Missoula phonathon held in February netted \$7,598. Other phonathons are planned in major Montana cities and a student phonathon to reach out-of-state alumni this spring will complete the campaign.

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