



AMERICAN ADVERTISING FEDERATION 

THE HOME DEPOT MOST PROMISING MINORITY STUDENTS SCHOLARSHIP

With the support of The Home Depot, AAF's Mosaic Center on Multiculturalism will award fourteen \$5,000 scholarships to deserving minority students majoring in advertising, marketing or communications. As college sophomores and juniors, these students should exhibit the potential to become one of AAF's Most Promising Minority Students by their senior year.

APPLICATION SHOULD INCLUDE:

- Application form
- Current resumé
- Official college transcript (sealed)
- Recommendation letter from college professor or employer
- Essay addressing the following topic (250 words or fewer): What does "Multicultural Marketing" mean to you? Is it still relevant? Should advertisers market differently to different segments(i.e. Hispanics, African Americans, Asians)? Why or why not?

ELIGIBILITY

- Applicant will be considered for a scholarship only if he or she meets the following criteria:
- College sophomore or junior at the time of the application deadline
 - Maintain a minimum cumulative 3.0 GPA (on 4.0 scale)
 - Must be a U.S. citizen
 - African, Asian, Latino, Native American or Pacific Island descent

APPLICATION DEADLINE: JANUARY 27, 2012 (5 P.M. EST)



FOR MORE INFORMATION VISIT WWW.AAF.ORG/MPMS

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SCHOLARSHIP APPLICATION FORM

APPLICATION DEADLINE: JANUARY 27, 2012 (5 P.M. EST)

No exceptions. Please type all information. This form must be completed in print and online at www.aaf.org/mpms.

Answer all questions and use only this form or a photocopy.

GENERAL INFORMATION

Name: _____

U.S. Citizen (check one): Yes No

Gender (check one): Male Female

Birth Date: _____ / _____ / _____

School Mailing Address: _____

City: _____ State: _____ Zip: _____

School Phone Number: _____ School E-Mail: _____

Permanent Mailing Address: _____

City: _____ State: _____ Zip: _____

Permanent Phone Number: _____ Permanent E-Mail: _____

Race/Ethnicity (check one):

African-American

Hispanic American/Latino

Asian American

Native American/American Indian

Pacific Islander

Multiracial or Multiethnic

Other (please specify): _____

College/University Name: _____

City: _____ State: _____

Classification (check one): Sophomore Junior

Major: _____ Minor: _____

Cumulative GPA (on 4.0 scale): _____ Graduation date: _____ / _____ / _____

(CONTINUED)



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JOBS/EXTRACURRICULAR ACTIVITIES

List in chronological order any jobs, extracurricular activities and/or community service organizations you are involved in. Please include years of service.

AWARDS/HONORS

List in chronological order any academic or professional awards or honors you have received.

AUTHORIZATION

I, _____, certify that all of the information provided to the American Advertising Federation's Mosaic Center on Multiculturalism is true and accurate to the best of my knowledge. I recognize that if any of the provided information is proven false, I will not be eligible to receive the The Home Depot Most Promising Minority Students Scholarship.

Signature: _____ Date: _____

Print Name: _____

College/University: _____

This nomination form must also be completed online at www.aaf.org/mpmshomedepot. Mail the application form and transcript to: American Advertising Federation, Attn: The Home Depot Most Promising Minority Students Scholarship, 1101 Vermont Avenue NW, Suite 500, Washington, DC 20005. **Deadline is January 27, 2012 (5 p.m. EST)**



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