

FOR IMMEDIATE RELEASE

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**THE O'JAYS WILL PERFORM AT THE UNITED NEGRO COLLEGE FUND
BIRMINGHAM'S ANNUAL MASKED BALL**

BIRMINGHAM (Feb. 28) The United Negro College Fund (UNCF) Birmingham is pleased to announce the O'Jays will perform Sat., March 8 at their annual Masked Ball at the Sheraton Hotel Ballroom. The group, originally from Canton, Ohio, is known for such R&B hits as "Stairway to Heaven," "Family Reunion," "Love Train" and "For the Love of Money."

"The O'Jays are one of the premier R&B groups of all time and it will be a great way to close out another dynamic fundraising year for UNCF Birmingham," said UNCF Area Development Director Walvid King.

This year's program will also feature the presentation of the first-ever Lifetime Achievement Award to retiring Alabama Power CEO Charles McCrary. The Masked Ball is one of the Magic City's premier social occasions and leading black-tie fundraisers of the year. Additional event features include a masked auction and presentation, reception, parade of stars and elegant dining. Birmingham Water Works Board Vice President Sherry Lewis will serve as the chairwoman of this 2014 event. Mayor William A. Bell Sr. is an honorary chairman.

UNCF leadership has set a 2014 event fundraising goal of \$500,000. Proceeds will allow UNCF to extend thousands of dollars in support of students from Alabama, helping them to pursue a college education. More than 1,000 supporters were in attendance at the 2013 event.

Key sponsors of this year's event include Alabama Power, ARCADIS, ACIPCO, Birmingham Airport Authority, Birmingham Mayor's Office and City Council, Regions Bank, Mercedes-Benz International and The Lewis Group. For sponsorship or individual ticket inquiries, please contact the UNCF Birmingham office at 205-322-8623 or email walvid.king@unconf.org. You can also visit online at give.unconf.org/Birmingham. Ticket purchases are tax-deductible.

About UNCF

The United Negro College Fund (UNCF) is the nation's oldest and most successful minority education assistance organization. Its mission is to increase minority degree attainment by providing financial support to its 37 member institutions, reducing financial barriers to college and serving as a national advocate for minority education. UNCF institutions and other historically black colleges and universities are highly effective, awarding 18 percent of African-American baccalaureate degrees. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at more than 900 colleges and universities across the country.