**MEDIA ADVISORY**

FOR IMMEDIATE RELEASE

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**Two Philadelphia High School Students To Be Awarded $16,000 And A Paid Summer Internship With Independence Blue Cross Through The R.W. Sorrell Scholarship Fund**

*The R.W. Sorrell Scholarship Fund Hosts Third Annual Reception For Two Community-Driven, High-Achieving Students*

**TO:** City Editors, Education Editors, Photo Editors, Business Editors, Assignment Editors, News Directors, and Broadcast Editors

**WHAT:** **Philadelphia, PA, June 3, 2014** – Members of the media are invited to join more than 100 donors, supporters, business, and community leaders, at the R.W. Sorrell Scholarship Fund Reception, on Tuesday, June 3, 2014, at Independence Blue Cross, here. The fund, started by former Urban League of Philadelphia president Robert W. Sorrell, will award high school students, Janee Roberts and Raeven Maddox, with an $8,000 scholarship, each, towards a college education. This scholarship will be presented to Ms. Roberts and Ms. Maddox, annually, in $2,000 installments, over a four-year period, contingent upon them upholding the scholarship’s requirements. The event is sponsored and hosted, in part, by Independence Blue Cross. Councilwoman Blondell Reynolds-Brown will serve as mistress of ceremonies.

Ms. Roberts, a senior at Central High School, here, and Ms. Maddox, a senior at Science Leadership Academy, in Philadelphia, were selected as scholarship recipients due to their academic achievement as well as their volunteer work within the community. Ms. Roberts is a volunteer at Teenshop, an organization geared toward young women, in grades eight-through-twelve, where she and her group collected and donated more than 1,000 shoes for its Shoes For Life program. Ms. Maddox, also a community service volunteer, donated her time at Pennsylvania State Senator Vincent Hughes’ district office and traveled to Karela, India to aide underserved families and children by distributing clothes, shoes, and toys, during a youth mission trip with her church.

**-MORE-**

**The R.W. Sorrell Scholarship Reception/ Page 2 of 2**

Established in 2006, the R.W. Sorrell Scholarship Fund was created to promote and support higher education and achievement for minority students and disadvantaged youth, who not only excel in the classroom, but also in community leadership activities. Including this year’s winners, the R.W. Sorrell Scholarship Fund has committed approximately $34,000 in academic scholarships to five Philadelphia-area students, since making its first award, in 2012.

**WHO:**

* Robert W. Sorrell, founder, president, R.W. Sorrell Enterprises, LLC
* Hon. Blondell Reynolds-Brown, City of Philadelphia, Council Majority Whip
* Janee Roberts, student, Central High School
* Raevan Maddox, student, Science Leadership Academy
* Approximately 100 donors, supporters, business, and community leaders

**WHEN:**  Tuesday, June 3, 2014

5:30pm – 7:00pm

**WHERE:** Independence Blue Cross

1901 Market Street, 44th Floor

Philadelphia, PA 19103

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