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NEWS RELEASE

For Immediate Release

THE JAMES E. AND BEVERLY ROGERS EDUCATIONAL FOUNDATION LAUNCHES AND ANNOUNCES INAUGURAL GIFT IN SOUTHERN NEVADA

LAS VEGAS — Beverly Rogers announced today the launch of The Rogers Foundation, a non-profit organization dedicated to transforming lives through arts and education. The Rogers Foundation supports the artistic and academic achievements of students in Southern Nevada by supporting individuals, academic institutions and initiatives, and artists with scholarships, grants, and other programs.

As its inaugural scholarship, the foundation awarded college scholarships to the 25 students in Dr. Sharon Vuich's third grade class at Reynaldo Martinez Elementary School in North Las Vegas, NV. Those students who graduate from high school and meet certain other requirements will have their tuition paid for at a trade school, college, or university of their choice in Nevada.

The Foundation also announced it would award the first annual Rogers' Gift of Imagination to an arts or music program in Southern Nevada, its Gift of Innovation to a K-12 institution in the math, science and technology fields, and its Gift of Knowledge to a K-12 institution in Southern Nevada. Awarded annually, the amount of each award is up to \$100,000.

"The launch of The Rogers Foundation is a dream for my late husband, Jim, and me," said Beverly Rogers, Chairman of the Board of The Rogers Foundation. "Education and art are a vital part of everyday life, and we believe there is an abundance of talent and potential in Southern Nevada.

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The Rogers Foundation offers scholarships to students in such categories as diversity, disability, financial need, and academic achievement. These scholarships will help identify, foster and develop students in Southern Nevada, while providing access to and support of higher education.

In addition, The Rogers Foundation supports teachers, schools, and artists with donations, grants, and residencies to support and expand knowledge and art throughout Southern Nevada.

Applications for the Gift of Imagination, Gift of Knowledge, and Gift of Innovation are now available on the Foundation's website, www.TheRogers.Foundation.

ABOUT THE ROGERS FOUNDATION

The Rogers Foundation is a 501(c)3 non-profit organization based in Las Vegas, Nevada. Founded in 2013 by Jim and Beverly Rogers, The Rogers Foundation awards scholarships to individual students in Southern Nevada, grants to educational institutions in Southern Nevada, and artists and organizations that support the arts in Southern Nevada. Founded and based in Southern Nevada, The Rogers Foundation can be contacted at 702.657.3114 or online at www.TheRogers.Foundation.

ABOUT CIM MARKETING PARTNERS

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Photo Cut Line:

- 1- Beverly Rogers meets with 3rd grade student at Martinez Elementary School
- 2- An emotional parent after Legacy Gift to 3rd grade class is announced
- 3- TRF, President & COO, Rory Reid with recipients of Legacy Gift
- 4- 3rd grade student wears The Rogers Foundation T- shirts