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Subject line: College Scholarship Contest Now Open for El Paso/Las Cruces Students

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## PixelMark Scholarship Contest Supports Future Marketing Leaders El Paso/Las Cruces Students Invited to Apply

**El Paso, Texas** — PixelMark announces its inaugural scholarship contest to support local high school and first-year college students interested in careers in marketing. With digital marketing careers on the rise due to continued advancements in technology and social media, today's students will help shape the future of this field.

Through the 2018-19 scholarship contest, PixelMark will award three scholarships of \$1,000, \$500, and \$250 to students interested in studying communication, advertising, and/or graphic design.

"One of the core values at PixelMark is community. We love working closely with local clients and businesses to help tell their stories through marketing," said Tiffany. "This scholarship allows us to further support our community by encouraging local students who will one day be the leaders in this field. When it comes to college, we know every scholarship counts and can help make a college education more affordable."

High school seniors and college freshmen with 16 or fewer credit hours who live in the El Paso/Las Cruces area are invited to apply to the scholarship. Applicants must be planning to attend New Mexico State University, El Paso Community College, the University of Texas, El Paso, or Doña Ana Branch Community College to qualify for the scholarship.

To apply, students must respond to the following question in either a 600-word essay or a two-minute video presentation: "Given the dramatic changes in technology and social media over the last 20 years, what do you think is the greatest ethical dilemma facing marketers and advertisers today? Please cite a recent event where a business or organization faced an ethical dilemma or crisis relating to advertising."

**Applications must be submitted by May 1.** Winners will be announced June 15. For more information or to apply, visit <https://pixelmark.net/2018-2019-pixelmark-scholarship-contest/>

PixelMark is a digital marketing agency operating as an outsourced marketing department for service-based organizations in El Paso and Las Cruces, and around the country. Founded in

2014, PixelMark helps clients outsmart rather than outspend the competition by streamlining marketing activities and maximizing their clients' team, time, and capital. Learn more at [pixelmark.net](http://pixelmark.net).

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