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FOR IMMEDIATE RELEASE:

March 25, 1975

LINDENWOOD TELEFUND SCORES SUCCESS

More than 50 percent of the alumni of the Lindenwood Colleges who were contacted in Lindenwood's first Telefund Campaign in the St. Louis area made a pledge to the colleges' Annual Fund Campaign, according to Dr. B. Richard Berg, Vice President of Lindenwood.

This represents a significant increase in the percentage of alumni who made a gift to the colleges last year.

The Telefund, organized by Joan Leiper Johnson, President of the St. Louis Alumnae Club, was held on three successive evenings and more than 450 local Lindenwood alumni were contacted. Evening captains for the Telefund were Jerol Knussmann, Diane Bauer, and Kay Auclair, all of St. Louis. Workers were Jeannie Lopez, Mary Street, Pat Hunn, Tommy Buell, Mary Bertram, Susan Djuric, Lucy Morros, Pat Laffoon, Lucy Theiler, Barb Russell, Pat Birkhead, Judy Wagner, Jeri Herhold, Pat Hogan, Vicky Smith, and Joan Johnson.

A St. Charles Telefund campaign will be held March 31, April 1 and April 2. St. Charles area alumni will be contacted at that time. The alumni campaign will be followed by the St. Charles Community Support Campaign which begins with a kick-off breakfast on April 15.

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