



Dear Advisor,

Each year the American Advertising Federation (AAF)-District 7 awards the Mosaic Scholarship. The award recognizes academically talented students from backgrounds and experiences that offer a varying perspective in advertising-related disciplines by providing financial help in completing their undergraduate education.

We need your help to make sure your students know about this scholarship opportunity, and especially your most promising students are aware and follow through with the application process. An application for the Mosaic Scholarship is attached and the deadline to apply is March 15, 2010. To compete for the scholarship, students are required to submit recommendations, an essay and a resume. Remember, applicants must be members of your local collegiate chapter.

The applications will be posted on the AAF-District 7 web site at [www.7thaaf.com](http://www.7thaaf.com). Feel free to make copies of the attached application, forward the attached copy, post the electronic version on your student Web site, or send students a link to our web site. A poster is also included for announcement boards around your institution.

A committee of Seventh District officials will judge the Mosaic Scholarship applicants. The winner will be notified in late March 2010 and publically announced at the AAF-District 7 Spring Convention in April 2010. Should you have questions or need more information, please contact me at (334) 372-2263 or [leigh@studioelledesigns.com](mailto:leigh@studioelledesigns.com) for more information.

Thank you for helping us reach students who have great potential and helping us recognize and reward their work.

Sincerely,

Leigh Ann Farrior  
AAF-District 7 Coordinator  
Mosaic Scholarship