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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

# news

HARRY READ, Director of Information and Publications (217) 581-2820

October 8, 1981

(3)

## FOR IMMEDIATE RELEASE

CHARLESTON, IL --The Department of Management and Marketing of Eastern Illinois University has received a \$750 contribution from the Caterpillar Tractor Company, Peoria.

Caterpillar donated the money "to help support the endeavors ...necessary in furthering the education of the students and your faculty."

According to Dr. Jerry L. Geisler, Chairman for the Management/Marketing Department, the contribution will be used to "recognize two outstanding students at the School Of Business Awards Banquet--in Caterpillar's name, pay fees and subscriptions for faculty members, and supplement travel funds for meetings and conferences."

Caterpillar continually donates these funds to Eastern through the College Relations and Recruitment Department of their company, according to C. A. Williams, College Relations and Recruiting.