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## 09/15/1989 - United Way Student Challenge

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

# news

ART TATE, Assistant Director, University Relations  
Office: (217) 581-5981 - Home: (217) 348-7553

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FOR IMMEDIATE RELEASE:

UNITED WAY STUDENT CHALLENGE

CHARLESTON, IL--If you lost a dollar someplace, would you miss it? And if you did realize the loss, how upset would you be? Bob Myrvold, coordinator for the student division of Eastern Illinois University's United Way campaign, hopes that losing a dollar will be "no big deal" as he begins his very ambitious fundraising campaign.

Myrvold, a senior majoring in speech communications, is hoping his "one dollar at a time" drive will add up to big bucks for the Eastern Coles County United Way. "Look at it this way," said Myrvold, "we have a student body of more than 10,000. That would be \$10,000 and those are some big numbers!"

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STUDENT UNITED WAY

Myrvold said the Greek system and the residence halls have traditionally played an important part in the student drive, and he hopes they will continue to do so. However, Myrvold hopes to generate participation from the entire campus. The student division \$10,000 goal is in addition to the University's goal of \$25,000. Myrvold says he'd like to have the entire project completed by Thanksgiving break.

"Knowing that your money is going to a cause that is directly helping someone will give people a much better feeling inside," Myrvold said. Myrvold is the son of Steve and Bev Myrvold of Decatur. He is also a member of Eastern's tennis team, and the Public Relations Student Society of America.