



IMMEDIATE RELEASE

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### Agency Gives Back to Scholars!

Cincinnati, Ohio January 22, 2010 - Local advertising agency, Mahan Advertising gives back to promising students through the Cincinnati Scholarship Foundation (CSF). The purpose of the Mahan Advertising Scholarship Fund is to award scholarships to local students majoring in advertising, marketing, graphic design or public relations. The scholarship will be renewable which means that Mahan Advertising could potentially give the scholarship to the same student each year. President Kelly Mahan says "The CSF closely monitors the students progress and will send us updates and letters directly from the recipient! This encourages accountability which is important to both the agency's mission as well as the scholarship recipient."

Together with CSF President, Ned Hertenberg, Mahan was able to quickly set their own criteria for the scholarship. Mahan says "As an agency we are always striving to give back to our community, and in these hard times, helping families get their kids into college is something we are really proud of. In addition, Mahan has a dedicated sector of their business to helping non-profit organizations plan more strategically. Therefore, beginning a scholarship fund was a great fit."

The Cincinnati Scholarship Foundation manages the application process. Once families have completed their FAFSA application, students can then access the CSF scholarship application at [CincinnatiScholarshipFoundation.org](http://CincinnatiScholarshipFoundation.org). Once that application is complete the CSF staff goes to work by pairing up qualified candidates with the Mahan criteria. Then, CSF will present Mahan Advertising with their first choice for the scholarship recipient. Mahan will review to make sure the established criteria best reflects the scholarship's objectives. "As an agency, the scholarship fund has brought our employees closer as we look forward to meeting with the scholarship recipient every year," says Mahan.

CSF administers approximately 100 scholarship funds. Ned Hertenberg, CSF President said "I would like to be able to help more students achieve their goals and join those ranks of home-owning, tax-paying, contributing college graduates. In this past year alone, we had hundreds of qualified student applicants we were unable to assist because of a lack of funds available for distribution. They had financial need, good grades, community service backgrounds, but simply not enough money to continue their educations.



This is why we are so pleased that Mahan has chosen to help enhance the life of a deserving student who shares their interests."

Since the 1940's, which is as far back as the CSF's records go, they have helped over 27,000 local students, join Mahan Advertising and the other individuals and companies to begin a scholarship fund that will grow to help students achieve their dream of higher education.

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For an interview with Kelly Mahan, president please contact [Julie@mahanadvertising.com](mailto:Julie@mahanadvertising.com) or call 513.321.6632.