

Adcraft Awards \$10,000 in Scholarships to Michigan Advertising Students

Written by Australian Business

(PRLEAP.COM) **DETROIT, May 20, 2014** – The [Adcraft Club of Detroit](#), Metro Detroit's association for advertising and marketing communications professionals, has awarded \$10,000 in scholarships to five Michigan college students. The awards are administered through the Adcraft Foundation and include \$7,000 standard Adcraft scholarships as well as \$3,000 total from the special Ed Rossman and Doner Scholarships. The scholarships are awarded annually to exemplary advertising and marketing students attending Michigan colleges or universities. The awards were announced Monday, May 19 during an Adcraft luncheon featuring renowned television host and health expert Dr. Oz.

The scholarship-winning students include:

Andrew Barrowman, Western Michigan University Patricia Szczepanski, Michigan State University Richard Carlisle, Eastern Michigan University Robert Carroll, Western Michigan University Kevin Daniels, University of Michigan The awards provide \$1,000-\$1,500 in scholarships to each student, with the top two students also receiving the Ed Rossman or Doner Scholarship, each worth \$1,500. Western Michigan University student Andrew Barrowman received the Ed Rossman Scholarship and Michigan State University student Patricia Szczepanski received the Doner Scholarship.

Lifetime Adcraft member Ed Rossman established his scholarship in 2012 after celebrating his 100th birthday and requested donations to the fund in lieu of gifts. The Doner Scholarship was established in memory of Brod Doner, founder of the Doner advertising agency.

"Part of our mission with Adcraft is to nurture the next generation of advertising professionals," Adcraft President and Vice President of National Accounts for AutoTrader.com Ron Boe said. "It's important for us to recognize young advertising talent and support them in their careers, especially at their start."

Since 2001, Adcraft has awarded a total of \$306,000 in scholarships. In addition to its college scholarships, Adcraft also co-sponsors the annual Courageous Persuader Scholarship competition, which encourages high school students throughout the country to create a 30-second TV commercial on the dangers of underage drinking.

For additional information about Adcraft visit www.Adcraft.org.

About Adcraft Club of Detroit Established in 1905, the Adcraft Club of Detroit brings together members of the media, advertiser and agency community to exchange big ideas, support and educate one another as means of evolving their own professional development and the creative

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industry they are a part of. With 1,900 plus members, the Adcraft Club of Detroit houses some of the most well-respected and established consumer brands in the world.