



March 10, 2010

Mr. Bernard Erickson
HelpLightNJ
9 Sterling Court
Red Bank, NJ 07701

Dear Mr. Erickson:

Due to the insights of fine educators and community leaders, like you, our review committee is far better prepared to evaluate the students who make up the Coca-Cola Scholar class each year. Your input provides valuable information to the review committee which evaluated more than 2,100 applications. We recognize the demands on your time, but the opportunity to see each student within the context of his/her school or community often brings to light important insight to the character, achievements and commitment of the applicant.

The Coca-Cola Scholars Foundation has been awarding scholarships for post-secondary education since 1989. With the incoming class, we will have designated more than 4,500 awards to tomorrow's leaders for nearly \$42 million. We have successfully maintained contact with our Scholars throughout their college years and during their time in graduate school and the world of work. This provides a rich network for Paula Pilipovic, and we look forward to developing our relationship over the years. The alumni have established an association which is developing into an exciting, innovative and impactful organization across the United States, as well as abroad.

As you may know, Paula will be attending the 22nd Annual Coca-Cola Scholars Weekend in Atlanta from March 25-28, 2010. At this time the 250 students interview for one of two levels of award: \$10,000 or \$20,000 to be used at the college or university of their choice.

Again, thank you for your time and commitment to the development of young people. We welcome your input and comments regarding our program.

Sincerely,

J. Mark Davis, President

cc: Paula Pilipovic