

News from the Office of Public Relations

# MacMurray

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C O L L E G E

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**FOR IMMEDIATE RELEASE**

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## MacMurray College meets goal in annual phonathon

JACKSONVILLE, Ill. – Despite the anxious economic times, MacMurray College supporters across the country are keeping the college at the top of their giving lists.

Livewire 2010, MacMurray's annual phonathon effort, has exceeded its goal for the third straight year when Livewire 2010 surpassed the 2009-2010 Livewire goal of \$160,000 during the last few hours Wednesday night. The final pledge figures will not be tabulated until next week.



**Bridget Dohm**

“I am thrilled with the success of Livewire 2010,” said Bridget Dohm, MacMurray’s interim director of development, who organized the nearly three-week effort. “The student call team did a phenomenal job reaching out to nearly 5,000 MacMurray alumni and friends. In this challenging economic time, the MacMurray family rose to the occasion with an outpouring of support.”

The phonathon began Feb. 13 and continued through 9 p.m. Wednesday. During that period, 25 student workers called MacMurray alumni and other friends of the college asking them to contribute. As with most private liberal arts schools, tuition payments only cover a portion of the costs, and charitable contributions have declined across the country.

“It is a great day to be a Highlander!” said MacMurray President Colleen Hester. “MacMurray College is blessed with a community of benefactors – alumni and friends – whose commitment and support to the College are strong, even in these challenging economic times. I am grateful for our donors’ care and generosity. I extend sincere thanks to Ms. Dohm, to our student callers who inspired donors, and to our staff. Funds

raised support our noble mission of ‘Transforming Lives’ and educating our next generation of professionals and leaders.”

The Livewire proceeds help support the operating budget, which includes all that the College does: teaching and learning, co-curricular programs, scholarship, cultural events, and public service.

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**About MacMurray College**—Founded in 1846, MacMurray College is a private, four-year liberal arts coeducational institution, located in historic Jacksonville, Illinois. MacMurray’s open, informal environment stresses academic excellence, career building through hands-on experience and personal attention to the well-rounded development of all students. MacMurray is affiliated with the United Methodist Church.