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**NEW YORK WOMEN IN COMMUNICATIONS FOUNDATION AWARDS
SCHOLARSHIPS TO 19 LEADING COMMUNICATIONS STUDENTS**

NEW YORK, April 23, 2010 - The New York Women in Communications Foundation has awarded \$100,000 in scholarships to a diverse group of 19 accomplished young women looking to make their mark in the communications industry.

The award-winning students appeared this week on *The Today Show* along with Joan Cear, President of The New York Women in Communications Foundation and a Managing Director of G.S. Schwartz & Co. Inc. (Click on this link) <http://www.box.net/shared/lpbklnxgk0>

Each year, the Foundation, in conjunction with New York Women in Communications, awards scholarships to graduating high school seniors and undergraduate and graduate students who are pursuing or furthering a career in communications. Scholarship winners are selected on the basis of academic achievement, leadership, participation in school and community-service activities, honors, awards or recognition, work experience, as well as other criteria.

New York Women in Communications, www.nywici.org, founded in 1929, is a not-for-profit of 2,000 professionals dedicated to promoting high standards in the industry and providing education and leadership for the next generation. NYWICI also presents the prestigious annual Matrix Awards, to women who made a profound impact in the field. 2010 honorees include Susan Chira, foreign editor, *The New York Times*; Sheryl Crow, Grammy Award-winning singer/songwriter; Tina Fey, executive producer/star, NBC's Emmy Award-winning "*30 Rock*"; Ina Garten, author and Emmy Award-winning host on the Food Network; Doris Kearns Goodwin, Pulitzer Prize-winning author; Anne Keating, senior vice president, Bloomingdale's; Gayle King, editor-at-large, *O, The Oprah Magazine*, and Marissa Mayer, vice president, Google.

G.S. Schwartz & Co. Inc., www.schwartz.com, founded in 1981, is a full service, mid-sized agency with about 28 employees and 38 national and international clients. Multi-platform digital programs are coordinated through its Digital Power and Light division. Larger clients have included Anheuser-Busch, Promotion Marketing Association, Johnson & Johnson, American Express, DHL Worldwide Express and Dow Jones & Co. Strong relationships in the financial world have also generated substantial work with many smaller, early stage businesses.