



Improving the lives of children is a focus that *Urban Views Weekly* and *MARTIN'S Food Markets* share. We are especially committed to children in the urban communities.

Education has always been a cornerstone in improving the lives of children. Whether it's a university, junior college, or vocational school, attending a school of higher learning, after graduating high school, is key in improving one's economic situation.

Urban Views Weekly and *MARTIN'S* have designed the ***Scholar of the Week*** program that will encourage students to prepare for their higher education.

Competition for scholarships and admissions to post – secondary schools is intense. Good GPA's and community service can make a difference as high school students compete for acceptance and available scholarships. Through the ***Scholar of the Week*** program, we will encourage students to excel academically and to demonstrate leadership abilities and a strong commitment to community service.

Our scholar of the week will be engaged in school and community and will be a model for fellow students.

There will be 52 scholars each year, one per week. Each scholar will receive a \$100.00 award to be used as they see fit. They will also receive recognition in *Urban Views Weekly*. A half page in the paper will be devoted to his or her story and will include a photo and an article highlighting his or her accomplishments. In June, there will be a random drawing from all of the previous year's scholars and one scholar will receive an Apple iPad.

Scholar of the Week Eligibility Requirements

To be eligible for the *Scholar of the Week* award, applicant must meet the following criteria:

1. Attend a public school system located in Central Virginia;
2. Be enrolled as a senior in high school for the current academic year;
3. Have a grade point average of 3.0 or higher;
4. Be a participant in extracurricular community service activities.

