



PRESS RELEASE

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PAVE Awards \$25,000 to Schools

Hollywood, Fla. (Jan. 5, 2009)-- The Planning and Visual Education partnership (PAVE) is pleased to announce the recipients of its first Helping Hand Fund grants. Created in 2008, the PAVE Helping Hand Fund provides funds to accredited two- and four-year educational institutions to enhance the quality of programs and services for students entering into careers in the retail design and planning and visual merchandising industries.

In the Helping Hand Fund's inaugural year, the PAVE board awarded \$25,000 in grants to the Fashion Institute of Design and Merchandising (FIDM), Los Angeles and O'More College of Design, Franklin, Tenn. Each school received \$12,500 for their projects. FIDM will create a studio technology area for students. This project will add equipment to the Los Angeles and San Francisco Visual Communications studios in order to increase student's access to technology and ultimately support the creative process. O'More College will use the funds for their Studio on the Square project. This project is a week-long intensive on-site design experience engaging students with real clients in a small town. The goal is to give the community a refreshed town square that is inviting to the public through function, appeal and successful merchandising.

A PAVE Board task force reviewed grant requests meeting the criteria to determine award decisions. To be eligible for a grant the school must have had at least three students participate in PAVE's 2008 Student Design Competition, sponsored by Macy's. Details on the progress of the two grant-funded projects will be posted on the PAVE web site at www.paveinfo.org as the projects progress.

About PAVE

Founded in 1992, The Planning and Visual Education Partnership's (PAVE) objective is to encourage students to study in the field of retail design and planning and visual merchandising through its annual Student Design Competition. Additionally, PAVE seeks to encourage retail management, store planners, visual merchandisers, architects, and manufacturers to interact with and support design students. This is accomplished through projects, seminars, workshops, and the annual fundraising Gala with proceeds dedicated to educational programs and projects benefiting students. PAVE is a 501(c)(3) educational foundation administered by A.R.E.

PAVE — The Planning and Visual Education Partnership

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