

For the 10th consecutive year, Swanson Russell is offering its Gus Swanson Memorial Communications Scholarship to one high school student and one college student attending school in Nebraska.

The scholarship honors the late Gus Swanson. Swanson was the Nebraskan who co-founded what has become the state's largest marketing communications firm.

To apply for the scholarship, students will be required to fill out an application and write an essay on a marketing communications campaign of their choice.

The two scholarships will be awarded to a Nebraska college or university student with a communications-related major who is of at least a sophomore standing, and a Nebraska high school senior who plans to pursue a communications-related degree in college.

The college scholarship is worth \$1,000, while the high school recipient will receive \$500.

A communications-related major includes advertising, marketing, mass communications, communication studies, public relations, journalism, graphic design and desktop publishing.

High school and college students must submit an application by March 18.

Information and applications are available on Swanson Russell's web site, www.swansonrussell.com. For more information about the scholarship, contact Jeff Salem at 402-437-6409 or jeffs@swansonrussell.com.

Founded in 1962, Swanson Russell is Nebraska's largest marketing communications firm, with offices in Lincoln and Omaha. In addition to working with local and regional clients, the full-service agency is nationally recognized for expertise in agriculture, healthcare, outdoor recreation and the green industry.

For more information about Swanson Russell's "Real Connection" approach to advertising, public relations, interactive and branding services, visit www.swansonrussell.com