



MARKETING & PUBLIC RELATIONS

For Immediate Release

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Shaw University and SouthCo Team Up for Something Special

(Raleigh, NC) – Shaw University and SouthCo Furniture have decided to work together under the new era of Shaw Interim President Dr. Dorothy Cowser-Yancy. SouthCo has graciously decided to donate new furniture to the Shaw Living and Learning Centers. SouthCo, a privately owned and operated furniture company, has been manufacturing furniture for over 20 years and is located in Dandridge, Tennessee. The company has been working with the HBCU community for many years.

Tim White, the National Sales Manager for SouthCo, is thrilled to be able to give to Shaw during the tough economic times that everyone is experiencing. What prompted Mr. White to donate was a call from an old friend. “Dr. Jeffery Smith (Vice President of Student Affairs at Shaw) contacted me about the need for some furniture at Shaw University. He told me about Dr. Yancy, and I thought this would be an outstanding idea,” White explained.

What really made the connection for White is what Dr. Yancy has set out to do at Shaw University. According to White, “Dr. Yancy has that whatever it takes mentality! Her record at Johnson C. Smith University speaks for itself and I can only imagine what she will do for Shaw. When she walks into the room, it instantly lights up!”

SouthCo prides itself on their quality product, economically affordable prices, and the service they provide behind every piece of furniture. Mr. White is optimistic that there can be a continued relationship between SouthCo and Shaw University. He continued, “We love working with schools like Shaw. They are really the backbone of our whole industry. There is growth and opportunity here, and I’m excited to be a part of it.”

According to Dr. Yancy, this is the beginning of an on-going marriage. “We are excited about the relationship that is being established with SouthCo, and I am certain that we will work well together,” said Dr. Yancy. She added, “It is all about making the institution a better place for our students to learn and live.” The new furniture will be delivered to Shaw University on Friday, July 17 at 12:00PM. It is anticipated that this will be the first of many deliveries that Shaw will receive from SouthCo Furniture.

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ShawU Cont'd Page 2

Shaw University was founded in 1865 and is the oldest historically black university in the south. Shaw University is a private, co-educational, liberal arts University that awards degrees at both the undergraduate and graduate levels. The primary mission of Shaw University is teaching with the commitment to maintain excellence in research and academic programs that foster intellectual enhancement and technological skills.