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**From:** John C Smith  
**Sent:** Wednesday, August 05, 2015 3:33 PM  
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**Subject:** PRESS RELEASE: The Ferris Foundation Benefit set for November 6th at DeVos Place in Grand Rapids  
**Attachments:** Eisler Foundation Benefit 2014.PNG

Included below is a press release highlighting the annual Benefit for The Ferris Foundation at DeVos Place in Grand Rapids on Friday, Nov. 6. The keynote address will be delivered by legendary distance swimmer Diana Nyad. Any media requests regarding this release can be directed to John Smith, Communications Specialist.

Attached photo is Ferris President David Eisler at The Ferris Foundation 2014 Benefit.

Read the online version of the story, here:

<http://www.ferris.edu/HTMLS/news/archive/2015/august/benefit.htm>

FOR IMMEDIATE RELEASE

Aug. 5, 2015

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### **The Ferris Foundation Benefit set for November 6<sup>th</sup> at DeVos Place in Grand Rapids**

BIG RAPIDS, Mich. – The 17<sup>th</sup> annual Ferris Foundation for Excellence Benefit will be held Friday, Nov. 6 at DeVos Place in downtown Grand Rapids.

The Benefit provides resources for The Ferris Foundation for Excellence Scholarship Program, financial assistance for students who might not otherwise have access to a Ferris education.

“We all know what the student debt situation is in the United States at this point. This is one of those nights where we can highlight students, and the opportunity they can create for themselves,” said Carla Miller, executive director of The Ferris Foundation.

A portion of the net proceeds also support Exceptional Merit Grants, which are awarded to faculty and staff to support their study, exploration and service.

With Ferris’ President David Eisler as master of ceremonies for the Benefit, Miller said supporters can feel the power of the university and its direction, as well as interact with the scholarship students and grant recipients.

”It’s just pure Ferris in everything that we do that night,” Miller said. “We are all about excellence in service, it’s about thanking those who support us and creating new relationships with new friends.”

The Benefit begins at 5:30 p.m. in DeVos Place's Steelcase Ballroom with cocktails and a reception for sponsors. The program begins at 7 p.m. with dinner, legendary endurance swimmer Diana Nyad will deliver the keynote address at 8:30 p.m.

In 2013, at the age of 64, Nyad became the first person to swim from Cuba to Florida without the aid of a shark cage. It was her fifth attempt at the 111-mile swim – the first came in the 1970s. Nyad is planning a San Diego, Calif.-to-Washington D.C. walk next summer to combat obesity, with hopes to engage a million people in the effort.

Individual tickets for the black-tie-optional event are available at \$250 a person. To purchase tickets, reserve a sponsorship or for additional information, contact Kim Erickson at (616) 591-2365 or visit **The Ferris Foundation for Excellence Benefit** website.

(Embed link)

<http://www.ferris.edu/giving/benefit.htm>

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