

For immediate release
Friday, March 19, 1976

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

Monday evening, March 29th, Mrs. Ford will accept the 1976 Parsons Award at the annual Critics Awards Show sponsored by the Parsons School of Design at the New York Hilton Hotel in New York City.

There will be a photo session with Mrs. Ford and student award winners at 6:00 p.m. in the Rendevous Trianon Room of the New York Hilton, followed by a private reception. The fashion show and awards presentation will take place between 7:00 and 8:00 p.m. Mrs. Ford will make brief remarks at the award presentation.

The Parsons Award is conferred annually "on distinguished men and women who not only advance the cause of American fashion, but in so doing serve as an inspiration for students. . ." The Parsons School described Mrs. Ford as a deserving recipient of the award because of her devotion to American fashion and design. It said she is a symbol of "what is best in our national heritage and character--our devotion to family, our dedication to helping the less fortunate, our passionate belief in the promise of the future."

The Critics Award Show is the result of the Parsons School's Fashion Critics Program which offers Parson's second and third-year students the opportunity to submit their work to the critical scrutiny of leading designers. The 1976 critics are Donald Brooks, Albert Capraro, Liz Claiborne, Pierro Dimitri, Elinore Fishman, Donna Karan, Calvin Klein, Anthony Muto, Leo Narducci, Shannon Rodgers, Ann Webster, Kasper, a Chester Weinberg, most of whom are alumni of Parsons.

The Parsons School of Design was founded in 1896 and has approximately 1,000 full-time and 1,600 part-time students. It was the first school to stress the relationship between art (design) and industry.

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