

## **CMT ONE COUNTRY AND UNIVERSITY OF PHOENIX PARTNER TO RECOGNIZE THE POWER OF VOLUNTEERISM**

### **University of Phoenix will Provide Deserving CMT One Country Volunteer with Full Scholarship**

PHOENIX – April 25, 2007 – CMT One Country, the pro-social initiative for cable network CMT, and University of Phoenix have joined forces to reward one deserving volunteer with a full scholarship to University of Phoenix, the largest private university in North America. Beginning April 25, CMT will use on-air elements to promote the scholarship opportunity available via [www.cmt.com](http://www.cmt.com), encouraging individuals across the country to nominate dedicated volunteers.

“Our students are truly unique and they recognize the ongoing ability to make changes in their lives and the lives of others,” commented Dr. Bill Pepicello, President of University of Phoenix. “CMT One Country is a perfect partner for the University because it celebrates and encourages this power of positive change.”

“This is an incredible opportunity for CMT One Country to reward an individual’s ability to make a difference in the community,” said Lucia Folk, director of public affairs, CMT. “I can’t think of a better way to celebrate a person’s contributions than to give them a University of Phoenix scholarship so that they continue to better the community, and themselves.”

Individuals can nominate the individuals that inspire them - they can even nominate themselves on [www.cmt.com](http://www.cmt.com), in recognition of their community service. At the end of the campaign, one remarkable volunteer will receive a full scholarship to attend University of Phoenix.

University of Phoenix was established over 30 years ago to meet the educational needs of working individuals who found themselves left out of traditional higher education. Today, the University provides access to education for over 300,000 working students.

CMT One Country, CMT's pro-social initiative, was launched in the fall of 2005 to promote civic participation and inspire CMT viewers to take action and bring about important change in their communities. CMT One Country partners include America’s Second Harvest, Boys & Girls Clubs of America, Habitat for Humanity, Hands On Network and the USO (United Service Organizations). Led by Advisory Board members President Jimmy Carter, Maya Angelou and General Colin Powell, whose combined service to America is legendary, [CMTONECOUNTRY.com](http://CMTONECOUNTRY.com) aims to offer tools to help anyone start making a difference immediately. For more information: [www.CMTONECOUNTRY.com](http://www.CMTONECOUNTRY.com).

CMT, America’s No. 1 country music network, carries original programming, specials, and live concerts and events, as well as a mix of videos by established country music artists and new cutting-edge acts, including world premiere exclusive videos. Founded March 6, 1983, CMT, owned and operated by MTV Networks, reaches 84 million households in the United States. Go to country music’s biggest web site at [www.CMT.com](http://www.CMT.com).

University of Phoenix is constantly innovating to help students balance education and life in a rapidly changing world. Through flexible schedules, challenging courses and interactive learning, students achieve personal and career aspirations without putting their lives on hold. As of May 31, 2006, more than 323,000 students were enrolled at Apollo Group institutions, which include University of Phoenix, the largest private university in North America. University of Phoenix serves a diverse student population, offering associate’s, bachelor’s, master’s and doctoral degree programs from more than 190 campuses and learning centers in the U.S. as well as online throughout the world.

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