



“KEEP WALKING” \$3000 SCHOLARSHIP AWARD

INTRODUCTION

The Johnnie Walker® “Keep Walking” Scholarship was established to provide financial assistance to those individuals who have overcome a major challenge to pursue their dreams. In 1820, a young man named John Walker dreamed of blending the perfect whisky. Today the spirit that carries his name is the world’s most popular whisky. The *Striding Man* brand logo and “Keep Walking” phrase epitomizes John Walker’s belief that through commitment and perseverance, any dream can be achieved, any obstacle overcome.

PURPOSE

The purpose for this scholarship is to provide financial assistance to an individual who shown the ability to overcome adversity. Scholarships will be awarded to members of the Indiana Association of Beverage Retailers, as well as their children, grandchildren, or loyal employees or employee child/spouse.

ELIGIBILITY

All applicants must meet the following eligibility requirements:

Applicant must be a minimum of 21 years of age by close of the application period.	Essay (300-500words): Describe the most meaningful challenge you have had in life and how you addressed it.
Applicant must have a minimum high school diploma.	Applicant must submit all required application information, postmarked no later than 3/01/08
Applicant must be a full time student as defined by the academic institution.	Applicant must be a citizen of the United States and attend an academic institution located within the United States
Applicant must have maintained a minimum 2.0 GPA out of a 4.0 scale (or the equivalent).	Applicant must be an IABR member or have a parent, grandparent, legal guardian or employer who is a member of the IABR. Employees must have worked for IABR member for at least 2 years to apply or for a child/spouse of an employee to apply.
Applicant must not have committed any alcohol related legal offenses within last four years.	Scholarships are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of application and without limitation due to location of college or university within the U.S.
Financial information not required to qualify, not based on need.	