

Beyoncé® Partners With Google.org To Grant Four More Scholarships To HBCU Students



Beyoncé®'s BeyGood initiative announces a partnership with Google.org, the charitable arm of Google, to grant four more scholarships to HBCU students. The scholarships are coming from her Homecoming Scholars Awards Program. Beyoncé® has also challenged other businesses to join Google.org's investment in education.Â

Google.org matched Beyoncé®'s \$100,000 grant which will enable four more additional HBCUs to \$25,000 scholarships for the 2018-2019 academic year. Texas Southern University located in Beyoncé®'s Houston hometown, Fisk University in Nashville, Tennessee, the alma mater of her father, Matthew Knowles, Grambling State University in Grambling, Louisiana and Morehouse College in Atlanta, Georgia are the four schools chosen for the scholarships. Historically Black colleges and universities are educational establishments created before the Civil Rights Act of 1964 to primarily serve the African-American community. The majority of white institutions of higher-learning did not permit African-Americans to enroll during segregation.Â

"Google understands the vital role historically black colleges and universities play in delivering a high quality and culturally responsive education," statesÂ Maab Ibrahim, a Google.org program manager. "In the last several years, Google has launched innovative programs to close the distance between Silicon Valley and HBCUs; we are proud to continue that commitment by matching Beyoncé®'s generous donation."

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"Partnering with organizations like Google.org in support of

HBCUs is our way of elevating cultural touchstones that paint a clear picture of excellence and opportunity through diverse education,” states Ivy McGregor, Director of Philanthropy and Corporate Relations at Parkwood Entertainment, which houses BeyGOOD. “We challenge other businesses across the country to join us in this commitment to higher education and investment in the future.”

A total of eight schools will now receive Homecoming Scholars awards for the 2018-2019 academic year, including awards previously-announced for Xavier University of Louisiana, Wilberforce University in Ohio, Tuskegee University in Alabama and Bethune-Cookman University in Florida.

One winner from each school will receive \$25K for the 2018-2019 academic year for study in various fields. This is the second year of scholars programs created by Beyoncé.

The Formation Scholars Awards Program, also a merit scholarship program, was established in April 2017 in celebration of the one-year anniversary of LEMONADE, Beyoncé’s critically-acclaimed and globally-lauded 2016 visual album. The Formation Scholars awards encouraged and supported young women who are bold, creative, conscious, confident and unafraid to think outside of the box.

The Homecoming Scholars Award Program for 2018-2019 will expand to qualifying students at the universities, regardless of gender. The disciplines will include literature, creative arts, African-American studies, science, education, business, communications, social sciences, computer science and engineering. All applicants must maintain a 3.5 GPA or above. All finalists and winners will be selected by the universities. Winners will be announced this summer.