



## **News Release** **For Immediate Release**

### **2008 Cambridge Who's Who Future Leaders Award**

*Franchesica Bassaw of Uniondale, NY Honored by Cambridge Who's Who as the Recipient of the Cambridge Who's Who Future Leaders Award*

Uniondale, NY, September 22, 2008, Randy Narod, president of Cambridge Who's Who is pleased to announce that Franchesica Bassaw is the recipient of the 2008 Cambridge Who's Who Future Leaders Award, which includes a \$1,000 college scholarship. Bassaw received the award at Uniondale High School where she graduated in June of 2008.

Cambridge Who's Who called for essays from high school seniors in the Uniondale school district, where Cambridge Who's Who is headquartered. Cambridge asked students to describe the attributes of leaders, demonstrate their leadership qualities and identify an individual who epitomizes leadership.

Randy Narod says, "The 250,000 executives, professionals and entrepreneurs who are members of Cambridge Who's Who have demonstrated leadership and achievement in their industry and occupation, so it is fitting that Cambridge would honor high school seniors who show promise as leaders of their generation."

In her essay, Bassaw writes that a leader "is a person who is strong in their beliefs and fights for what is right. They are well-rooted in their knowledge and do not settle for the status quo, but rather push on for betterment in pursuit of a brighter future. To be a leader means that an individual must have a strong vision of what they want in life and go after it." To Bassaw, Mahatma Gandhi is a "great leader who embodies all of these attributes."

Narod points to Bassaw's extensive leadership experience at school and in her community, experience that will enable her to become an effective leader in the future. "Not only has Francesica shown that she is involved in school activities, including holding the public relations position in the Key Club, but she has taken steps to be a leader in her community by participating in Walk-A-Long for Lupus, the Autism Awareness Walk and a breast cancer walk. In addition, Bassaw fundraises for Island Harvest, American Cancer Society, March of Dimes, Light the Night, Leukemia & Lymphoma Society and UNICEF."

Bassaw, a member of the National Honor Society and Science Honor Society, will continue her education at Queens College this fall. She will be pursuing a degree in education. Narod says, “Franchesica’s academic achievements, coupled with her involvement in school organizations, her love for Uniondale and her commitment to bettering the lives of others, make her a true leader.”

### **About Cambridge Who’s Who**

Cambridge Who’s Who is an exclusive membership organization that recognizes and empowers executives, professionals and entrepreneurs throughout the world. From healthcare to law, engineering to finance, manufacturing to education, every major industry is represented by its 250,000 active members.

Cambridge Who's Who membership provides individuals with a valuable third party endorsement of their accomplishments and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, Cambridge Who's Who offers an online networking platform where members can establish new business relationships and achieve career advancement within their company, industry or profession.

For more information, please see [www.cambridgewhoswho.com](http://www.cambridgewhoswho.com).

Contact:

Ellen Campbell

Director of Media Relations

[pr@cambridgewhoswho.com](mailto:pr@cambridgewhoswho.com)