



Los Angeles Area
Chamber of Commerce

FOR IMMEDIATE RELEASE
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**L.A. AREA CHAMBER AWARDED \$735,000
FOR CASH FOR COLLEGE PROJECT**

***Foundation grant will provide scholarships to participants in
Chamber's award-winning financial aid education campaign***

LOS ANGELES – The Education Financing Foundation of California has awarded \$735,000 in funding to Cash for College, an award-winning program of the Los Angeles Area Chamber of Commerce designed to expand access to financial aid for L.A. families.

TEFFC awarded \$300,000 to Chamber affiliate UNITE-LA, for outreach and scholarships to high school seniors who participate in the L.A. Cash For College program. The Chamber's Foundation also received an additional \$435,000 for financial aid education and outreach throughout the state.

"We strive to give all students the opportunity to obtain a higher education," said Caroline Boitano, president of The Education Financing Foundation of California. "What better way to accomplish that than to support Cash for College, which provides our youth the tools they need to go to college."

Now in its fifth year, Cash for College is presented by the Chamber, UNITE-LA, Mayor Antonio Villaraigosa and the City of L.A., the Los Angeles Unified School District, the Los Angeles Community College District and over 30 community-based organizations. Through hands-on expert help completing financial aid forms at L.A. high schools and an annual college and career fair—one of the biggest of its kind in the nation—the program gets information about financial aid to those who need it most.

"When it comes to financial aid for college, there's something for everyone, regardless of age, income, grade or immigration status—you just need to know how to access it," said David Rattray, vice president of Education & Workforce Development at the Chamber. "Cash For College allows thousands of high school students to achieve their goal of attending college, to pursue their dreams and get the skills they need for today's jobs."

The public education program was created to address the many L.A. families who qualify for financial aid but don't know about it or how to access it. In today's economy, the majority of new jobs require a college education, and college graduates earn a million dollars more over a lifetime, on average, than those with just a high school diploma.

This year's Cash for College: College & Career Convention is **Thursday and Friday, Oct. 26—27, 2006** at the L.A. Convention Center. The L.A. Cash For College Day is **Saturday, Feb. 10, 2007** at various sites through L.A. County.

For more information on the program, visit <http://www.lacashforcollege.org>

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The Education Financing Foundation of California (TEFFC) seeks to improve access to higher education by supplying funding to college focused preparatory programs and organizations that assist parents and students directly. San Francisco-based TEFFC is California's largest foundation dedicated to greater access to higher education. For more information, visit www.teffc.org.

The Los Angeles Area Chamber of Commerce represents the interests of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information visit www.lachamber.org.