



Los Angeles Area
Chamber of Commerce

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CASH FOR COLLEGE

5TH ANNUAL COLLEGE AND CAREER CONVENTION EXPANDS ACCESS TO BILLIONS IN AID FOR LOS ANGELES FAMILIES

More than 13,000 students and parents will learn how to access financial aid, enter drawings awarding more than 120 scholarships

Los Angeles – The Los Angeles Area Chamber of Commerce will join the City of Los Angeles and community leaders to increase financial aid and college awareness among thousands of local students at the opening of the fifth annual Cash for College: College and Career Convention.

The two-day college and career fair—one of the biggest events of its kind in the nation—expands access to education for all L.A. students and families. When it comes to financial aid, there is something for everyone regardless of grades, income, age or immigration status. **The free event is Thursday, Oct. 26, 8:30 a.m. - 1 p.m. and 6 - 9 p.m. and Friday, Oct. 27, 8:30 a.m. - 1 p.m. in the South Hall of the Los Angeles Convention Center.**

There are also now 13 times more jobs being created that require a college education than those that require only a high-school diploma.

“Business leaders know that skilled employees are the engines powering today’s successful companies,” said Gary Toebben, President and CEO of the L.A. Area Chamber of Commerce. “We need to be sure L.A.’s future workforce is equipped with the skills they need for tomorrow’s quality jobs, and critical to that is post-secondary education and a community college or four-year college degree.”

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All convention attendees will be entered in a drawing to win more than 120 \$2,000 scholarships, made possible by the Education Financing Foundation of California.

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

Studies show that many families overestimate the cost of college and do not know about the financial aid resources available to them. With the average public school college counselor to student ratio being approximately 800-to-1, these families are also lacking the resources needed to prepare their children for college. Many families who qualify for state funded monetary grants, such as Cal Grant awards, are not accessing them due to lack of awareness and the difficulty of application forms.

“As a student who credits the Cal Grant Program with providing me with the financial support my family and I needed for me to attend college, I can tell you firsthand how beneficial these programs are,” said California Student Aid Commission Executive Director Diana Fuentes-Michel. “I have come full circle, and I think it’s critical to spread the word about funding that is available to our families to help them send their kids to college.”

Produced by the L.A. Area Chamber of Commerce, Cash for College is a partnership of leaders from business, education, labor and community-based organizations and government, working to expand access to education for L.A. families. The convention is made possible by the support of the L.A. Area Chamber, L.A. Workforce Investment Board, L.A. Community College District, City of L.A., L.A. Unified School District and other local organizations.

For more information about Cash for College, visit: <http://www.lacashforcollege.org/>.

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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.