



Los Angeles Area
Chamber of Commerce

FOR IMMEDIATE RELEASE
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CASH FOR COLLEGE

***** MEDIA ADVISORY *****

**L.A. AREA CHAMBER, MAYOR VILLARAIGOSA & LAUSD KICK-OFF
FIFTH ANNUAL COLLEGE & CAREER CONVENTION**

*Fifth Year of Program to Award More Cash for College Scholarships than Ever Before;
Marks Over 65,000 L.A. Students and Families Served to Date*

WHAT: Fifth Annual College and Career Convention – Kick-off Press Conference

WHEN: Wednesday, Oct. 25
11 a.m.

WHERE: K Mall (under the marquee sign), Los Angeles Trade Tech College (LATTC),
400 W. Washington Blvd., Los Angeles, 90015. Access from Grand Ave. between
Washington & 21st Street.

WHO: **Los Angeles Mayor Antonio Villaraigosa**
Gary Toebben, president & CEO, L.A. Area Chamber of Commerce
Los Angeles Unified School District Officials (invited)
L.A. area high school and college students and parents

WHY: Nearly 40 percent of California youth don't believe the costs of college pay off, according to a new study by the Tomas Rivera Policy Institute. But in reality, the difference can mean \$1 million dollars! On average, a college graduate today earns a million dollars more over a lifetime than someone with only a high school diploma. If the state's low college-going rate in continues, California will experience the biggest income drop of any state in the nation over the next 20 years, according to the National Center for Public Policy and Higher Education.

The College and Career Convention--one of the biggest events of its kind in the nation—shows L.A. families how to access the billions of financial aid available for college. Plus, more than \$200,000 in Cash for College scholarships—more than ever before—will be awarded to event attendees. The Cash for College campaign is presented by the L.A. Area Chamber, the City of L.A., LAUSD, L.A. Community College District, UNITE-LA and presenting sponsor Wells Fargo, with over 45 community organization partners.

VISUALS: **Elected officials and students** in Cash for College t-shirts on the LATTC campus.

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