



350 S. Bixel Street, Suite 160  
Los Angeles, CA 90017

213-482-9847 • tel  
213-482-0814 • fax

[www.lacashforcollege.org](http://www.lacashforcollege.org)

City of Los Angeles

Los Angeles Area  
Chamber of Commerce

Los Angeles City  
Workforce Investment Board

Los Angeles Unified  
School District

UNITE - LA

California Student Aid  
Commission

**FOR IMMEDIATE RELEASE**  
**Jan. 21, 2005**

**CONTACT: Erin Kettle**  
**(310) 226-3063**

**LA CASH FOR COLLEGE OFFERS  
FREE FINANCIAL AID APPLICATION ASSISTANCE  
FOR GRADUATING HIGH SCHOOL SENIORS**

***Partnership launches 28 workshops throughout region  
to help LA students and families apply for Cal Grants***

LOS ANGELES – LA Cash for College, a partnership of the City of Los Angeles, Los Angeles Area Chamber of Commerce, LA City Workforce Investment Board, Los Angeles Unified School District, UNITE-LA and the California Student Aid Commission, today launched their annual program to provide free assistance to students and their families in applying for college financial aid.

At a time when financial aid sources are diminishing and tuition and fees are rising, students are encouraged to apply early for a Cal Grant and other financial aid by filling out the Free Application for Federal Student Aid, or FAFSA, and to attend one of the many LA Cash for College Workshops for help with the federal application.

“Los Angeles is a region of great diversity, creative energy, and entrepreneurial spirit,” said David Nichols, Vice Chair of the Los Angeles Area Chamber of Commerce. “But in order to keep LA booming, we need to make sure our workforce is equipped with the skills to succeed in today’s—and tomorrow’s—economy. We have been proud to partner with Mayor Hahn for three years to produce the LA Cash for College Project.”

“I am equally proud to join with the Los Angeles Area Chamber of Commerce to help thousands of Los Angeles students obtain the resources they need to go to college,” said Mayor Jim Hahn. “Over a lifetime, a college graduate earns \$1 million more than a student with only a high school diploma, and if we help our young people get the education they need, Los Angeles will be a healthier, more productive and safer city for everyone.”

To help families and students complete the FAFSA and learn about financial aid programs for college, LA Cash for College is sponsoring workshops throughout the area, where free, multi-lingual form assistance from financial aid professionals is available to students and their families.

On **Saturday, Jan. 22**, a total of 28 workshops will be held from 9:00 a.m. until 2:00 p.m. (unless otherwise specified), including:

- Belmont High School, 1575 West 2nd St., 90026
- Canoga Park High School (10am -2pm), 6850 Topanga Canyon Blvd., 91303
- Cerritos College, 11110 Alondra Blvd., Norwalk, CA 90650
- Crenshaw High School, 5010 11th Ave., 90043
- East LA College, 1301 Avenida Cesar Chavez, 91754
- El Camino Community College, 16007 Crenshaw Blvd., Torrance, CA 90506
- El Proyecto, 9030 Laurel Canyon Blvd., 91352
- Fremont High School, 7676 S. San Pedro St., 90003
- Glendale High School, 1440 E. Broadway, Glendale, CA 91205
- Kennedy High School, 11254 Gothic Ave., 91344
- LA City College, 855 N. Vermont Ave., 90029

*(more)*

- LA Harbor College, 1111 Figueroa Place, 90744
- LA High School, 4650 W. Olympic Blvd., 90019
- LA Mission College, 13356 Eldridge Ave., 91342
- LA Southwest College, 1600 W. Imperial Highway, 90047
- LA Trade Tech, 400 W. Washington Blvd., 90015
- Lincoln High School (9am-1pm), 3501 N. Broadway, 90031
- Lucille Beserra Roybal Youth & Family Center, 2130 E. 1st St., 90033
- Lynwood High School, 4050 E. Imperial Highway, Lynwood, CA 90262
- Marshall High School, 3939 Tracy St., 90027
- Monroe High School, 9229 Haskell Ave., 91343
- Occidental College, 1600 Campus Rd., Los Angeles, CA 90041
- Pacoima Youth and Family Center (10am -1pm), 11243 Glenoaks Blvd., Ste. #3, 91331
- Santa Monica College, 1900 Pico Blvd., Santa Monica, CA 90405
- Santiago Canyon College, 8045 East Chapman Ave., Orange, CA 92869
- Tom Bradley Youth and Family Center, 5213 Pico Blvd., 90019
- Venice High School, 13000 Venice Blvd., 90066
- Wilson High School, 4500 Multhnomah St., 90032

Parents attending the workshops should bring the following information to complete the FAFSA: federal income tax returns from 2004 or prior year; W-2 forms or pay check stubs; and bank statements. Students who attend the workshops are eligible to enter a statewide scholarship drawing for 15 \$1,000 scholarships provided by the James Irvine Foundation and Hyundai.

Statewide, 200 workshops are being sponsored by California Cash for College until March 2--the deadline to turn in the necessary forms to apply for a Cal Grant.

David Nichols, Vice Chair of the LA Area Chamber, was joined today at Cleveland High School by Principal Al Weiner, Student Body President Ji Eun Baek, LA Mayor Jim Hahn, LA School Board President Jose Huizar, Los Angeles Community College District Senior Vice Chancellor Rocky Young, David Roth, Chair of the California Student Aid Commission, and two Cleveland High students who participated in the "Cash for College" reality special, a show co-produced by Cleveland High School Media Academy.

"We know a college education makes a tremendous difference in a student's life. Students who attend college and graduate earn \$1 million more in earnings over a lifetime than students who graduate with a high school diploma," said Roth, Chair of CSAC. "However, with recent increases in tuition costs and fewer campus-based scholarships available, paying for a college education today is a tremendous challenge. Cal Grants continue to help California's graduating seniors pursue their education."

###

The **L.A. Cash for College Project** has expanded access to financial aid for over 6,000 students and families through hands-on workshops and 35,000 students and families at the annual College and Career Convention. Initiated in LA in 2002 by Mayor Jim Hahn and based at the Los Angeles Area Chamber of Commerce, the project is a partnership with the California Student Aid Commission, Los Angeles Unified School District, City of Los Angeles, LA City Workforce Investment Board, and UNITE-LA. For more info, visit [www.lacashforcollege.org](http://www.lacashforcollege.org).

The **California Cash for College** statewide effort is aimed at assisting low-income and first-generation college-goers access higher education by providing step-by-step assistance in applying for financial aid. Funded by the California Student Aid Commission, EDFUND, and the James Irvine Foundation, the three-year effort has served more than 18,000 students. For more info, call toll free 866-476-8787.