



Los Angeles Area  
Chamber of Commerce

**FOR IMMEDIATE RELEASE**  
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**CONTACT:** Alisha Rosas  
(310) 552-4122



**CASH FOR C//LLEGE**

**MAYOR VILLARAIGOSA KICKS OFF  
4TH ANNUAL COLLEGE AND CAREER CONVENTION  
WITH ANNOUNCEMENT OF MAJOR SCHOLARSHIP OPPORTUNITIES**

*Convention to include a "Cash Drop," education experts and more than 13,000 students and parents attending to increase their college knowledge*

**WHAT:** College graduates, on average, make \$1 million more over a lifetime than those who have only a high-school diploma. Mayor Antonio Villaraigosa invites Los Angeles families to find out how to make going to college a reality by attending the fourth annual College and Career Convention.

The Mayor will also announce that The Education Financing Foundation of California will award \$150,000 in scholarship monies this year just for Cash for College participants. The more Cash for College events students attend, the more they become eligible for scholarship monies. Just for attending the convention, students will be entered into a drawing to receive 25 \$1,000 scholarships. If they attend workshops in January and complete their financial aid forms, they become eligible for one of 40 \$2,500 scholarships.

The College and Career Convention was created to help students learn about public and private financial aid and how to access it. With more than 100 college, career, and financial aid exhibitors, the free event offers something for everyone regardless of their grades, income, age or immigration status. The convention will include seminars in English and Spanish that will provide information on making college affordable, applying for scholarships and explaining the college application process.

**WHO:** Antonio R. Villaraigosa, Mayor, City of L.A.  
David Nichols, Vice-Chair, L.A. Area Chamber of Commerce  
Marlene Canter, Board President, L.A. Unified School District  
Darroch "Rocky" Young, Chancellor, L.A. Community College District  
Diana Fuentes-Michel, Executive Director, Calif. Student Aid Commission

**WHEN:** **Wednesday, Oct. 26, 2005**  
**10:30 a.m.**

- WHERE:** Main Stage  
Los Angeles Convention Center – South Hall  
1201 S. Figueroa St., Los Angeles, CA 90015
- VISUALS:** Mayor Villaraigosa kicking off the Convention with a “CASH DROP.”  
Thousands of students discovering new college and career opportunities
- BACKGROUND:** Produced by the Los Angeles 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 Los Angeles families. The Convention is made possible by the support of the L.A. Area Chamber, Los Angeles Workforce Investment Board, Los Angeles Community College District, City of Los Angeles, Los Angeles Unified School District and other local organizations.

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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](http://www.lachamber.org).*