



Los Angeles Area
Chamber of Commerce

FOR IMMEDIATE RELEASE
February 5, 2007

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

**More Than 40 Cash for College Workshops Planned Throughout Los Angeles –
Offering High School Seniors the Opportunity to Cash in on
an Extra \$1,000 Scholarship**

**Local Elected Officials, Business Representatives and Cal Grant Recipients Join Forces
to Announce Financial Aid “Blitz” and Los Angeles Cash for College Workshops**

WHAT: The California Student Aid Commission and Los Angeles Cash for College will announce a financial aid “blitz” that will bring multilingual financial aid professionals to **42 different Cash for College workshops in the L.A. metropolitan area on Saturday, Feb. 10, and over the next month**, prior to the March 2 Cal Grant deadline. The free Cash for College workshops, coordinated by the Los Angeles Area Chamber of Commerce, will walk families through the application process for Cal Grants and other financial aid, providing step-by-step assistance. A **\$1,000 scholarship incentive** is available at each qualifying workshop to encourage all students to apply for financial aid.

The Cal Grant College Cash Crew – a group of current and recently graduated college students – will be available to **encourage students to apply for a Cal Grant, which is free cash for college or career training, and will invite seniors to attend a Cash for College workshop**. The College Cash Crew was assembled by the California Student Aid Commission as part of its unique, statewide campaign aimed at helping students overcome financial hurdles and realize their dreams of higher education.

WHY: With rising tuition costs, a post-high school education is becoming increasingly out of reach in California, especially for lower-income students. **California ranks 40th in the U.S.** for high school students going directly to college and enrollment rates are dropping. With **nearly 400,000 California high school seniors – more than 90,000 in L.A. County alone – projected to graduate** in 2007, Cal Grants are uniquely positioned to provide a much-needed resource in free, non-repayable grants. By attending a Cash for College workshop, students and families get the help they need to successfully complete the financial aid application process.

WHEN: **Thursday, Feb. 8, 2007**
9 a.m.

WHERE: **Miguel Contreras Learning Complex – Auditorium**
322 S. Lucas Ave. (*Auditorium entrance is on 3rd St.)
Los Angeles, CA 90017

WHO:

- Eric Garcetti, President, Los Angeles City Council
- David Brewer III, Superintendent, Los Angeles Unified School District
- Diana Fuentes-Michel, Executive Director, California Student Aid Commission
- Fran Inman, Second Vice Chair, Los Angeles Area Chamber of Commerce
- Members of the College Cash Crew and local scholarship students
- Heather Daims, Principal of Miguel Contreras Learning Complex

VISUALS:

- College Cash Crew team members speaking one-on-one with local high school students
- Local students participating in “ticket grab” contest for prizes

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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.