

PRESS RELEASE

The Campaign for

College
Opportunity

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FOR IMMEDIATE RELEASE
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O'Connell announces launch of "Save Me a Spot in College" contest

\$50,000 in scholarships to be given away to 6th to 12th graders statewide

(Sacramento, CA) – Superintendent of Public Instruction, Jack O'Connell, joined the Campaign for College Opportunity (CCO) today to announce the launch of the "Save Me a Spot in College" scholarship contest for middle school and high school students. The contest includes categories for written word, poster and TV ad in an effort to engage young Californians as a voice for the need for college access for the growing number of young people in the state.

"I am pleased to co-sponsor the 'Save Me a Spot in College' youth scholarship contest," O'Connell said. "This program is designed to inspire young people to aim high, and pursue college or vocational training that will prepare them for careers in the global economy of the 21st century. I encourage students throughout California to participate in this contest by submitting an essay, poster design or public service announcement."

The "Save Me a Spot in College" contest will award \$50,000 in scholarships, ranging from \$1,000-\$2,500, to more than 40 winners across the state of California. Student submissions in the contest will be used to inform California residents, media and policymakers about the need to provide college opportunity. The deadline for entries is March 15, and the winners will be announced in May. Confirmed judges for the contest include Peter Schrag, columnist for the Sacramento Bee, and Scott Burns, co-creator of the "Got Milk?" ad campaign.

"In 1960, California leaders made a promise that every California student has a chance to attend a California community college or university. But now, because of the substantial growth in the state's young population, this promise of college access is at risk," said Abdi Soltani, CCO's Executive Director. "The 'Save Me a Spot in College' contest gives middle school and high school students, who will be directly affected by the projected shortage of spots in our higher education system, a voice. These students need to be heard."

The contest is made possible by a generous grant from the Education Financing Foundation of California. The California Department of Education, the College Board and 15 additional community organizations and schools across the state have also have partnered with CCO on publicizing the contest.

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The Campaign for College Opportunity was founded by the California Business Roundtable, the Mexican American Legal Defense and Educational Fund, and the Community College League of California.

For more information on the contest, please visit: <http://www.collegecampaign.org/contest>.