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**2<sup>ND</sup> ANNUAL “TAKING STEPS TOWARDS COLLEGE SUCCESS” WALK-A-THON  
ENCOURAGES CHILDREN TO PURSUE HIGHER EDUCATION**

**PHOENIX, Ariz. (September XX, 2010)** – Kick off the school year by joining the Be A Leader Foundation at the 2nd annual “Taking Steps Towards College Success” Walk-a-Thon. The event will encourage and empower Arizona children K-12 and their families to further their education and prepare for college.

The 2010 “**Taking Steps Towards College Success**” Walk-a-Thon is **Sunday, September 26** beginning with a “college-going resource fair” at Margaret T. Hance Park, east of the Burton Barr Central Library, and will culminate at the National Association for College Admissions Counseling (NACAC) college fair at the Phoenix Convention Center, followed by a tour of the College Depot.

Participants will have the opportunity to learn about the many resources available to help students of all ages to start their journey toward college and remain focused on it throughout each phase of their educational development.

“We are thrilled to host this one-of-a-kind event that will help arm our local community with the best college preparation resources. We want to help students and their families throughout the state build a college-going mentality and provide support and assistance to help students realize their dreams,” stated Melissa Trujillo, Executive Director and Co-founder of the Be A Leader Foundation.

In Arizona, only 19 out of every 100 children in ninth grade will enter a four-year college program within one year of high school graduation; and only nine will complete their bachelor’s degree within six

years. "Taking Steps Towards College Success" has set out to change Arizona's educational landscape by encouraging children and families to adopt a college-going mentality.

**Event Schedule:**

**8:30a-10:30a - Check-In/Registration:** All participants must check in at registration tables. The first 1,500 who pre-registered online will receive their free tote bag and light rail pass.

**9:00a-11:00a - College Resource Fair:** Learn about organizations, programs and scholarships in Arizona that support students on their path to college!

**11:00a-12:00p - Walk for College Success:** Taking Steps Towards College Success Walk-A-Thon!

**12:00p-4:00p FREE - NACAC College Fair:** National Association for College Admission Counseling College Fair– visit with over 200 colleges and universities looking for future students!

**1:00pm – 4:00pm - College Depot Tour:** Take the light rail back for a tour of the College Depot on the second floor of the Burton Barr Central Library.

The event is free, but registration online is recommended. Please visit: [www.bealeaderfoundation.org](http://www.bealeaderfoundation.org) OR <http://bealeader.kintera.org/takingsteps> OR call (602) 758-8000.

**About Be A Leader Foundation:**

The Be A Leader Foundation designs programs that provide a positive learning environment and a college focused mentality for each participant to develop their high school and college educational plan (4 plus 4 plan). We work directly with middle school and high school students in primarily inner-city schools to engage them into active development of their self esteem, leadership skills, and long term preparation of their 4 plus 4 plan. Ultimate success is achieved through our long-term relationship and stewardship of their educational evolution from middle school into high school, culminating with active participation at the university level and ultimately a college degree. Visit: [www.bealeaderfoundation.org](http://www.bealeaderfoundation.org)

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