

Date: Aug. 22, 2009
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For Immediate Release

Be A Leader Foundation joins forces with The University of Phoenix to promote Higher Education

PHOENIX – A new event will take place in Arizona just in time to tap into the 2009-2010 school year. Be A Leader Foundation is partnering with the University of Phoenix to promote the Taking Steps Towards College Success walkathon and the importance of education from elementary grades through university levels.

“We created the Taking Steps Towards College Success walkathon to gather as a community and empower our children for their future – we want to help students and their families build a college-going mentality and change the educational landscape in Arizona,” said Melissa Trujillo, Executive Director and Co-founder of the Be A Leader Foundation. “We’re hoping that through this collaborative campaign, people will recognize why they need to stay involved and engaged in the education process.”

The event, presented by University of Phoenix, will begin with a “college-going resource fair” at Margaret T. Hance Park, on the east side adjacent to 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 can learn about the many resources available to help students of all ages get prepared at every level and remain college-focused throughout each phase of their educational development.

The event schedule is as follows:

8:30a-10:30a Check-In/Registration: Pre-registered participants must check in to receive their free tote bag and light rail pass. On-site registration available for last minute walkers!

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

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 to Burton Barr Central Library for the College Depot Tour on the second level. While there, view the college dorm showroom and enter into the raffle to win a college dorm prize package!

Join us **September 27th** as we rally and walk in support of Arizona's children and their ability to achieve a college education!

For more information, please visit and register at www.bealeader.kinterra.org/takingsteps.

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