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## **ROCSI DIAZ HOSTS FREE L.A. CASH FOR COLLEGE EVENT**

**“GET SCHOOLED” CELEBRITY AMBASSADOR RALLIES THOUSANDS OF LOS ANGELES HIGH SCHOOL STUDENTS**

(LOS ANGELES, CA – 2013) – On Wednesday, November 6, 2013 beginning at 8:30 a.m. thousands of Los Angeles Unified School District high school students will descend on the Staples Center with one destination in mind: College! At 8:30 p.m. in the Los Angeles Convention Center, on the 2<sup>nd</sup> Floor, actress, and radio & television personality Rocsi Diaz will host a free “Cash for College” night rally for local high school students and their parents to inform graduating seniors how they can apply for \$1.7 billion in Cal Grants!

Rocsi will be joined by the California Student Aid Commission (CSAC), the Get Schooled Foundation, Cash for College Los Angeles, UNITELA, and the Los Angeles Area Chamber of Commerce. Free transportation to this event is available throughout the city. Click on the link below for locations:

[http://www.lacashforcollege.org/familynight/familynight\\_files/CFC\\_Family%20NightPrint\\_Eng.pdf](http://www.lacashforcollege.org/familynight/familynight_files/CFC_Family%20NightPrint_Eng.pdf)

“Our goal is to help students get prepared for college by letting them know how to apply for the Cal Grant, the Middle Class Scholarship, the California Dream Act and other state, federal and college campus-based financial aid opportunities,” said John R. McDowell, Jr., Chairman of the California Student Aid Commission. “Rocsi is popular with millions of young fans and serves as a ‘celebrity ambassador’ for the nonprofit Get Schooled Foundation. Get Schooled has partnered with CSAC to launch the ‘California College Challenge.’ We’re using social media, technology, popular culture and lots of incentives to engage 9<sup>th</sup> – 12<sup>th</sup> grade students in an online college-going culture.” Get Schooled is funded in part by grants from the Bill and Melinda Gates Foundation and the California Endowment. Over 70 California high schools in 13 counties are participating in the “California College Challenge.”

“Our mission is to make education beyond high school financially accessible for all Californians. Los Angeles Cash for College is the largest community college and career event in California,” said Diana Fuentes-Michel, Executive Director of the Commission. “We’re excited about the opportunity this event and our partnership with Get Schooled will provide for Los Angeles Unified School District students and their parents.” Contact Patti Colston at 916-206-1285 or visit [www.csac.ca.gov](http://www.csac.ca.gov) for more information.

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