



Companies That Care

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March to College with Chicago's Youth 5K Inspires College Education among Minorities

CHICAGO, April 4, 2013 – On May 16, 2013, Chicago-based 501 (c)(3) nonprofit organization Center for Companies That Care will host its second annual 5K March to College in Chicago's Grant Park. The 5K chip-timed race and fun run/walk is dedicated to increasing college graduation rates among minorities and students with disabilities.

"Only 6% of Chicago's public high school students graduate from college by the age of 25. Unlike their middle-class peers, urban minority students do not grow up surrounded by college-going expectations," said Marci Koblenz, President and Founder of Center for Companies That Care. "The March to College establishes this expectation early on and cements a positive association with college attendance. It also presents an opportunity for all Chicagoans to show their support of education and social justice."

On May 16th, runners, professionals, families, students and high school track teams will be marching to college together. Participants will receive t-shirts promoting their personal journey to higher education (Like College / College Bound / In College / College Graduate). A gallery of celebrity endorsements will present autographed "Go to College!" t-shirts, signed by public figures like Mayor Rahm Emanuel as a sign of support. Center for Companies That Care will award these t-shirts to participating CPS schools.

The 5:30 pm chip-timed 5K race and fun run/walk will be preceded by a 4:00 pm college fair and family entertainment, at Upper Hutchinson Field in Chicago's Grant Park. Proceeds from this event directly benefit Chicagoland's underprivileged children through initiatives like AIM High, a more-than-mentoring program which has successfully been sending 100% of participating students to college for six years; and Invisible Differences, an initiative promoting college completion for the growing number of students with neurobehavioral and learning disabilities.

A family registration including one adult and two students is available for \$25. Adult registration is \$35; student registration is \$10. Children (5 and under) are free. Every \$10 donation pays for a CPS student's participation in the March to College.

To register or donate to the March to College, visit www.marchtocollege.org, or call 312.661.1010.

Center for Companies That Care is a national, not-for-profit organization dedicated to social sustainability by improving the lives of individuals, families, and communities. www.companies-that-care.org

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