



**Office of the Mayor
City of Los Angeles**

ANTONIO R. VILLARAIGOSA

FOR IMMEDIATE RELEASE
February 2, 2009

Contact: Jared Irmas
(213) 978-0741

MAYOR VILLARAIGOSA ANNOUNCES OPENING OF MORE THAN 40 "CASH FOR COLLEGE" FINANCIAL AID WORKSHOPS THROUGHOUT LOS ANGELES

*Even during economic recession, Los Angeles students are eligible
for record amount of scholarship money by attending Cash for
College Financial Aid Workshops*

LOS ANGELES -- Mayor Villaraigosa joined the Los Angeles Area Chamber of Commerce, Council President Eric Garcetti, Councilmember Ed Reyes, and dozens of students and parents to encourage students to attend Cash for College Financial Aid Workshops being held on Saturday, February 7, 2009 at more than 40 locations across Los Angeles.

"This year, more than ever, it is imperative that students understand that the dream of paying for a college education is not out of reach," said Mayor Villaraigosa. "Cash for College keeps that dream alive, and I encourage students and families to take advantage of this tremendous resource."

This year, as families are relying increasingly on financial aid, students are eligible for up to \$4,000 in additional scholarship money as part of a national research study by MDRC, and by attending a Cash for College Financial Aid workshop. Helping researchers understand how to maximize the effectiveness of scholarship programs, the MDRC study -- made possible through grants from the Bill and Melinda Gates and College Access Foundations -- will evaluate retention and performance among groups of students receiving scholarships in differing amounts and durations.

- MORE -

By attending a Cash for College workshop, students and their families become eligible for the scholarships and all will receive free, one-on-one professional assistance completing the Free Application for Federal Student Aid (FAFSA) and Cal Grant GPA Verification Forms, needed to qualify for more than \$40 million in state, federal and other types of financial aid. Each workshop also offers an AB540 advisor, to help undocumented students maximize the financial aid available to them. Financial aid is available to all students regardless of age, income or immigration status.

"Here in Los Angeles and across the nation, 21st century employers require a skilled workforce," said Los Angeles Area Chamber of Commerce President & CEO Gary Toebben. "The L.A. Area Chamber is proud to be the lead organizer of Cash for College in Los Angeles as we work to help today's students become the leaders of tomorrow."

More information on Cash for College Financial Aid Workshops is available at www.lacashforcollege.org.

#