



Companies That Care

Center for Companies That Care  
954 W Washington Blvd, Suite 430  
Chicago, IL 60607

Media Contact: Franziska Weber, 312.661.1010  
[franziskaweber@companies-that-care.org](mailto:franziskaweber@companies-that-care.org)

## **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 16<sup>th</sup>, 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](http://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](http://www.companies-that-care.org)

###