



Companies That Care

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March to College Triples Attendance 5K in Grant Park Supports Higher Education among At-Risk Students

CHICAGO, May 20, 2013 – On May 16, 2013, over 700 runners and walkers followed the call of Chicago-based 501(c)(3) nonprofit organization Center for Companies That Care and attended the second 5K March to College in Chicago’s Grant Park. The annual chip-timed race and fun run/walk is dedicated to increasing college graduation rates among minorities and students with disabilities. Runners, professionals, families, students and high school track teams marched to college together along Chicago’s lakefront in beautiful spring weather. Corporate sponsorships granted complimentary registrations for over 400 K-12 students from 15 CPS schools.

“This event impressively demonstrates how businesses can contribute to improving education outcomes and make a real impact on their communities,” said Tony Varco, Vice President Security Division at Convergent Technologies and member of the Board of Directors at Center for Companies That Care.

“We are extremely pleased with the turnout at the 2013 March to College,” said Marci Koblenz, President and Founder of Center for Companies That Care. “The idea of the March to College is to establish a positive college-going expectation early on and we are thrilled that so many underserved students were able to participate, thanks to the generosity of the sponsors and the vision of the colleges! Compared to last year’s inaugural March to College, the overall attendance more than tripled and I would like to thank all the Chicagoans who came out to show their support for education and social justice!”

Participants wore colorful t-shirts promoting their personal journey to higher education; a “Gallery of Celebrity Endorsements” featured autographed “Go to College!” t-shirts, signed by public figures such as Mayor Rahm Emanuel, Julia Louis-Dreyfus, Garry McCarthy, Penny Pritzker and Bill Rancic in support of the cause.

A preceding college fair featured 17 Chicagoland universities, and gave hundreds of CPS students the opportunity to learn about a variety of schools at an early age.

Proceeds from the March to College will directly benefit Chicago’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.

[Download event pictures here!](http://www.marchtocollege.org) More information: www.marchtocollege.org

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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