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**5K Chip-Timed Race and Fun Run/Walk**  
**Thursday, May 8, 2014 • Grant Park Chicago**

***MORE THAN 30 COLLEGES & UNIVERSITIES EXPECTED AT COLLEGE FAIR***

CHICAGO (April 30, 2014) — On Your Mark, Get Set, Go! On Thursday, May 8, 2014, Center for Companies That Care (<http://www.companies-that-care.org/>) will host its third 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. There are lots of 5Ks this time of year, but 5K March to College is unique in that it is preceded by a College Fair (from 2:30 to 4:30 PM) at which kids K-12 meet college admissions professionals. Kids are told early, and often for the first time, that college is for them. Runners, professionals, families, students and high school track teams will be marching to college together.

Last year, the race included more than 700 runners and this year, race organizers are expecting more than 1,000 participants as the event continues to grow in popularity.

"It's sad that currently only six percent 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 5K March to College establishes this expectation early on and cements a positive association with college attendance. Likewise, it offers a chance for all Chicagoans to show their support of education and social justice."

Representatives from at least 30 public and private colleges and universities will be participating in the fair.

-more-

### **3<sup>rd</sup> Annual 5K March to College Set for May 8, 2014**/Add One

They include: Benedictine University, Chicago State University, City Colleges of Chicago, Coe College, Columbia College Chicago, Columbia College Missouri, Concordia University Chicago, Cornell College, Coyne College, DePaul University, Indiana University Northwest, Lake Forest College, Lexington College, MacCormac College, Monmouth College, National Louis University, North Central College, Northeastern, Illinois University, Northern Illinois University, North Park University, Northwestern University, Olivet Nazarene University, Robert Morris College, Roosevelt University, Saint Xavier University, Southern Illinois University, Trinity International University, University of Illinois at Chicago, University of Illinois, Springfield, Wartburg College, Western Illinois University.

Additional schools are expected to join prior to the event.

A family registration including one adult and two students is available for \$25. Individual 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 5K March to College. Fleet Feet Sports is hosting packet pick-up on Monday and Tuesday, May 5<sup>th</sup> and 6<sup>th</sup>.

- Monday, May 5<sup>th</sup> from noon-8pm at Fleet Feet Sports South Loop
- Tuesday, May 6<sup>th</sup> from noon-8pm at Fleet Feet Sports Old Town

Among our corporate sponsors for the event are Alliant Credit Union, CME Group, Enterprise Fleet Management, and Ryan, LLC, while 89 WLS- Chicago's Talk Leader is the official media sponsor.

Proceeds from this event directly benefit Chicagoland's underserved children through initiatives like **AIM High**, a more-than-mentoring program which has successfully been sending 100 percent of participating students to college for the past six years; and **Invisible Differences**, an initiative promoting college completion for the growing number of students with neurobehavioral and learning disabilities.

To register or donate to this year's 5K March to College, visit [www.companies-that-care.org/March-to-College](http://www.companies-that-care.org/March-to-College) 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.