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## PRESS RELEASE

**For immediate release**

### **COLLEGE BOARD'S *DESTINO UNIVERSIDAD*, A COLLEGE PLANNING FAIR FOR HISPANIC FAMILIES COMES TO DURHAM**

*Spanish-speaking families to receive free college planning information and resources*

Cary, NC — The College Board, a leading education nonprofit organization, is taking its college planning expertise and resources on the road through a series of bilingual town hall conferences and Fairs in select cities across the country. The Durham Fair is presented by the College Board, the North Carolina Society of Hispanic Professionals (NCSHP), Univision 40, and North Carolina Central University. It will take place on Saturday, November 10, 2012 from 8:30 a.m. to 2:00 p.m. at North Carolina Central University in Durham, NC.

The Fair will feature interactive panel discussions and workshops designed to provide college planning guidance on financial aid, admission procedures and course planning; and information for Hispanic parents on how to navigate the school system for traditional and undocumented students and their families.

"As an organization created to promote access and equity in higher education, the College Board is uniquely positioned to guide Latino families on the road to college," said Peter Negroni, senior vice president at the College Board. "As the number of Latino students aspiring to college continues to increase, we are committed to ensuring that these students have access to the resources and support that will ensure a successful transition to college."

*Destino Universidad* is a collaborative effort among universities, colleges, school districts, community-based organizations and media outlets to provide Latino families with college planning resources and promote a college-going culture. In Durham, Univisión is supporting and promoting the tour. "Univision's '¡Educate! Es el Momento' has had a profound impact in reaching millions of Hispanics across the country through our network programming, grassroots efforts and unprecedented social media reach," said Cesar Conde, president, Univision Networks. "Our company is founded on serving Hispanic in America, and we will remain committed to deploying the necessary resources to ensure Latino students have the opportunity to make a difference in our nation's future success."

The North Carolina Society of Hispanic Professionals, NC's leading Hispanic organization in education, is proud to partner in this endeavor with the College Board. "We are grateful to combine this event with our annual Educational Fair for Hispanic Parents and with partners just as dedicated to the promotion of education in the Hispanic community as we are," said Brienne Pasick, Director of Programs of NCSHP.

At *Destino Universidad* Durham, the focus will be to encourage NC Hispanic families to make education a priority and make higher education a reality. The event will include panel discussions featuring local educators and College Board members, followed by workshops that will guide families in the following areas:

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- Applying to college and learning how students can stand out in a competitive admission environment
- Researching and applying for financial aid and scholarships
- Navigating the NC Public School System
- Family Financial Planning
- Deferred Action for Childhood Arrivals

- NC Career and College Promise

**Event highlights:**

- **WHO?** College Board, NC Central University, NCSHP, Univison40, College Foundation of North Carolina, Durham Public Schools, Durham Technical Community College, Meredith College, UNC Chapel Hill, UNC Greensboro, and more.
- **LOCATION?** NCCU's Alfonso Elder Student Union, 1801 Fayetteville St., Durham, NC 27707 – Free Parking is located directly outside of the Student Union.
- **CONTACT:** Brienne Pasick, Director of Programs of NCSHP, 919-467-8424, [bpasick@thencshp.org](mailto:bpasick@thencshp.org)

**The College Board**

The College Board is a mission-driven, not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of more than 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT<sup>®</sup> and the Advanced Placement Program<sup>®</sup>. The organization also serves the education community through research and advocacy on behalf of students, educators and schools.

Visit [collegboard.org/en-espanol](http://collegboard.org/en-espanol).

**North Carolina Society of Hispanic Professionals**

The North Carolina Society of Hispanic Professionals is a statewide 501(c)(3) non-profit organization whose mission is to promote education among Hispanic youth. The NCSHP is committed to doing the best it can to nurture our youth and provide resources to Hispanic students and their families, so that they can succeed in education.

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