

Citi Foundation



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Contact: Vanessa Lillie, vlillie@collegesummit.org, 202-319-1763 ext 426

Winners of First Annual Peer-to-Peer Student Video Contest Announced
Citi Foundation sponsors contest for students to inspire peers to attend college

WASHINGTON—The first-ever College Summit Video Contest, sponsored by the Citi Foundation, announced that Andre Simon, a student at the High School for Youth & Community Development in Brooklyn, New York is the 2010 winner for his video “College Summit @ YCD.”

“The video ‘College Summit @ YCD’ captures the trials and tribulations many disenfranchised youth feel while going through the college application process,” said contest judge Don Cheadle, College Summit’s founding spokesperson and Academy Award nominated actor. “I think this film will help those in similar situations feel not so alone and help them realize that significant opportunities lie before them through the tools College Summit provides.”

College Summit is a national nonprofit organization that partners with public schools to raise the bar for both students and teachers— that high school graduation is not the final step in the education process – but a launching pad to college and post-secondary success.

The College Summit Video contest encouraged high school seniors at 170 partner high schools to produce and submit their videos with the goal of illustrating how “Peer Leadership” or encouragement could demonstrate that going to college is a very real option for their classmates. To enter the contest, each student had to be the director, which meant creating the video’s storyline and filming and editing it. The videos were judged based on how well they showcased the college-going culture in their school, the student director’s unique perspective on college attainment, and how inspiring and motivating the video was to other students.

“The video contest is an exciting way for students to connect with other students on the importance of going to college,” said Kristen Fries, contest judge and Program Officer for

the Citi Foundation. "Citi is committed to ensuring that all students have the opportunity to apply for and complete post-secondary education."

College Summit goes beyond traditional programs that target only a few, top students, and works with all seniors to tap and develop their leadership potential so that every student is on the path to higher education.

"Peer leadership is at the heart of what makes College Summit partner schools successful at getting more students on the postsecondary path," said J.B. Schramm, Founder and CEO of College Summit. "Students are not recipients of college-going culture, they can create it. The video contest elevates the creativity and hard work of peer leaders across the country."

Each of the winning students will be recognized at College Summit Awards events in their cities this spring. Additional judges included Daniel Garcia, College Summit Alumni, Jose Rico, Deputy Director White House Initiative for Excellence in Hispanic Education and Gail Steinberg, television producer.

Winners and Awards:

1st Place: Andre Simon \$2,000
High School for Youth & Community Development, NY

2nd Place: Charles Onyenemezu \$1,000
Duval High School, NCR

3rd Place: Michael Rodriguez and Zabdi Rodriguez, \$500
Miami Senior High School, Florida

See the winner videos at: <http://connect2urfuture.org/video-contest>

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College Summit

College Summit is a national nonprofit founded in 1995. It partners with school districts and states to increase their college-going rates by fostering a high school culture where college-going is the expectation, not the exception. College Summit is the largest provider of college-going culture support in the United States, currently reaching 25,000 students at 170 schools in 12 states and the District of Columbia. Learn more at www.collegesummit.org

Citi Foundation

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