

## FOR IMMEDIATE RELEASE

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### **E3 ALLIANCE AND COMMUNICARD PREVIEW NEW EDUCATION OUTREACH CAMPAIGN WITH COMMUNITY TRAINING SESSION**

AUSTIN, Texas (November 8, 2007) — **The E<sup>3</sup> Alliance**, in partnership with **CommuniCard, LLC**, will preview a new education campaign slated to launch in January 2008 that promotes education as the pathway to economic prosperity for Central Texas students, especially Hispanic students and parents. On Nov. 15, 2007 at 11:30 a.m. at the LBJ Library, organizers will begin training more than 75 regional delegates from schools, non-profits, businesses, and other organizations who will share an instrumental role next year in making the campaign a success.

The campaign, titled “*Piercing the Cultural Bubble™*,” will involve a wide scope of education, marketing, and communications programs targeted to the Central Texas Hispanic population and other groups who have traditionally experienced lower education attainment. Several core messages will be delivered through traditional and multi-media platforms in English and Spanish. It is being framed around a strategic plan developed by Sylvia Acevedo, community leader, and founder and CEO of CommuniCard, LLC.

“This is another initiative that is part of the overall E<sup>3</sup> Achievement Blueprint for Change to close the education gaps that inhibit our economic development in the region,” said Susan Dawson, executive director of the E<sup>3</sup> Alliance.

The Piercing the Cultural Bubble campaign will aim to increase the area’s education and skill levels while meeting increased global industry demands throughout Central Texas with an increasingly bilingual workforce. Using proven research and strategies that are relevant to today’s 21<sup>st</sup> Century population, the campaign will target children from early-childhood age to teenagers, as well as young adults and Spanish speaking parents.

“After conducting research, our analysis suggests that there is a significant lack of understanding, especially within the Hispanic population, about the U.S. economic system and how important education is to succeed in it,” said Acevedo. “What we want to do is permeate the culture everywhere they live, work, eat, play, and pray with messages that show the pathway to achieving economic reward through the system.”

#### **About CommuniCard, LLC**

Founded by Sylvia Acevedo, CommuniCard, LLC is a certified women and minority-owned business. The company is a workforce consultancy and a think tank focused on creating breakthrough strategies and creating easy to use tools and solutions for organizations competing in the fast-growing, changing demographic market of today and the future. Acevedo was named Business Woman of the Year by the U.S. Hispanic Chamber of Commerce and serves in board and advisor positions for the E<sup>3</sup> Alliance, Ann Richard’s Young Women Leaders Academy, Austin Community Foundation, United Way Community Board, Leadership Austin, Hispanic Scholarship Consortium, and the AISD Boundary Task Force. Acevedo earned a masters in engineering degree from Stanford University.

(more)

## PREVIEW OF NEW EDUCATION CAMPAIGN – ADD ONE

### **About the E<sup>3</sup> Alliance**

The E<sup>3</sup> Alliance was formed as a collaborative effort of Austin Community College (ACC), the Austin Area Research Organization (AARO), the University of Texas and others to initiate a regional effort to increase global competitiveness, economic vitality and overall quality of life for Central Texas by aligning our education systems to better fulfill the potential of every citizen.

Guided by an objective data map and a clear community vision, the E<sup>3</sup> Alliance proposes to better align the practices of our regional education system and allocate investments and services more efficiently to dramatically and sustainably increase educational outcomes. The E<sup>3</sup> Alliance acts as the Central Texas P-16 Council.