

For Immediate Release:
May 2011

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MAY 20 PROCLAIMED 'GENTX DAY' BY LEADERS **ACROSS THE STATE**

Communities statewide to celebrate GenTX Day on Friday, May 20, to support students of Generation TX and celebrate higher education

(dateline – Austin, May 2011; source: Juice Consulting LLC) – On **Friday, May 20**, Texas will unite in celebration of **GenTX Day** - a day to celebrate the students of Generation TX (*pronounced Generation Texas*) and their plans for the future, with special recognition of the high school graduating class of 2011. Resolutions will be offered at the Texas Capitol, and mayors in markets such as **Houston, San Antonio, Dallas, the Rio Grande Valley, El Paso** and **Corpus Christi** are declaring May 20 as GenTX Day with official proclamations encouraging their communities to show their support for the students of Generation TX. All Texans are asked to join the movement **by wearing a t-shirt of their favorite college** on Friday, May 20, painting a powerful picture of an entire community's united support for their students and encouraging them to be college and career ready.

"The future of Houston rests on our youth and the education they receive. It is therefore imperative that as many as possible go to college to get ahead, gaining valuable skills needed to go into the workforce and make a difference," said **Houston Mayor Annise D. Parker**. "GenTX is doing a great service to Houston in helping students attain the goal of receiving a college education."

On May 20, the students of Generation TX will experience a visible show of support for their accomplishments from their schools and communities and receive encouragement that higher education is completely within their reach. To celebrate GenTX Day, everyone in the community is asked to help create a college-going and career-ready culture by wearing college t-shirts and sharing stories about how education has impacted and shaped their lives. High schools all over

the state will have GenTX Day pep rallies, and college-bound students will be showcased on senior spotlight posters displayed throughout schools. Everyone in the community will be encouraged to share their own stories of education and personally promote awareness within their community of the importance of higher education. Generation TX has partnered with **Clear Channel** and **Univision's educational platform Es El Momento (EEM)** to help spread awareness of the movement and GenTX Day in certain cities across Texas.

Communities across the state are coordinated in this grassroots movement with a free, downloadable GenTX Day promotional kit available at www.GenTX.org that includes in-school kits, printable flyers, website banners, newsletter promotions, public relations guidelines, community planning guidelines, and more. The kit also includes a GenTX Day Public Service Announcement featuring GenTX Day supporter **Vince Young**.

"I wish Generation TX was around when I was in high school," said **Vince Young**, whose foundation is collaborating with Generation TX in Houston for multiple events the weekend of May 20. "Partnering with Generation TX allows me and my foundation to be part of a team dedicated to encouraging and preparing students to really commit to continuing their education. I am honored to give back and be a part of launching the GenTX movement during my 'Unity in the Community' weekend; it's one of the best birthday gifts I could receive."

Generation TX is an initiative of the Texas Higher Education Coordinating Board (THECB) with funding from the federal College Access Challenge Grant to support the creation of a college-going and career-ready culture across the state of Texas. The Generation TX movement helps students overcome the obstacles that stand between them and higher education and seeks to empower these students with guidance, information, and inspiration to create a new future for themselves, their families, and all Texans. Statewide events such as GenTX Day are opportunities to inspire students to pursue education beyond high school by sharing the joys and benefits that come with higher education: pride in one's self, broader opportunities, a rewarding career path, and the ability to take care of family.

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About Generation TX:

Generation TX is a statewide, grassroots movement creating what's next for Texas: a culture of college and career readiness that leads to the most successful generation ever. For more information, please visit www.GenTX.org.

MEDIA NOTE: For more information or for general media inquiries about GenTX Day, please contact **Courtney Knittel** at 512 997 8279 or cknittel@GenTX.org or **Morgan Mohun** at 310 405 2685 or mmohun@gentx.org.