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GENERATION TX SAN ANTONIO LAUNCHES WITH THE ROCK YOUR FUTURE GENTX FEST JANUARY 29

Up to 3,000 Bexar County ninth graders, San Antonio Mayor Julián Castro, and other community leaders come together to inspire students to get on the path to higher education

(dateline – Austin, January 2011; source: Juice Consulting LLC) – **Generation TX San Antonio** will kick off the new year with an inaugural event encouraging ninth grade students to begin preparing for college. The “**Rock Your Future GenTX Fest**” will take place on **Saturday, January 29, 2011** from **2 until 4:30 p.m.** at the **Alamo Convocation Center** located at **110 Tuleta Street, San Antonio, TX 78212**. The event is sponsored by **Clear Channel, H-E-B, Labatt Food Service, Rackspace, Frost Bank, Chase Bank, Silver and Black Give Back (formerly the Spurs Foundation), Santikos Theatres, Broadway Bank** and **Best Buy Musical Instruments**.

A red carpet will greet approximately **3,000 Bexar County ninth grade students**, parents, teachers, and local community leaders as they come together for an afternoon of inspiration and learning. The event is hosted by **Generation TX San Antonio**, a local organization committed to making San Antonio a college-going and career-ready community in a single generation. By mobilizing existing local resources and outreach programs to prepare San Antonio students for college and careers, the organization’s goal is to provide every student with the tools and information necessary to get on the path to higher education and encourage a culture of lifelong learning. The organization is supported by the statewide Generation TX initiative, a grassroots movement creating a culture of college and career education that leads to the most successful generation ever.

“We are extremely proud to launch Generation TX San Antonio to highlight our shared commitment to foster a college-going and career-ready culture in all of our public schools,” said

the city's **Mayor Julián Castro**. "In the 21st Century global economy, every sector of our community must work together to support initiatives like the Generation TX movement which will greatly impact the future of our state by maximizing our greatest asset – our human capital."

Generation TX San Antonio is headed by **Executive Director Mari Aguirre Rodriguez** and recently welcomed a new board of directors including community leaders **Al Silva, Jay Clingman, Ken Halliday, Elaine Mendoza, Mark Mays, Wayne Peacock, Dr. John Folks, Robert Jaklich, Allan Paterson, John Wright, Dya Campos, Jill Oettinger, Judy McCormick, Berto Guerra and Kathy Sosa**.

"Our board of directors is committed to creating a college-ready and career-ready San Antonio in this generation," said **Al Silva, Generation TX San Antonio Chairman of the Board**. "Our message of inspiration and information can lead thousands of students into paths of success. Launching this message in front of 3,000 students and local leaders is a proud moment for our organization."

Texas Commissioner of Higher Education Dr. Raymund Paredes said, "San Antonio is really an excellent model of how local communities can come together to put more Texas students on the path to college. This is what Generation TX is all about, and I hope that communities all across Texas will be inspired by San Antonio's example and take action."

At the January 29 event, local high school cheer and drum squads will compete for the title of most school spirit and a cash prize for their school. A panel of three VIP judges will score them and the student audience will vote via a telephone call-in number.

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About Generation TX San Antonio:

Generation TX San Antonio is committed to making San Antonio a college-going and career-ready community in a single generation. Generation TX San Antonio will serve as a hub for community coordination of resources to prepare San Antonio students for college and careers, and provide a focused marketing effort and curriculum of in-school messaging to inspire and ignite a shared commitment to producing the most successful generation of San Antonio students ever.

Generation TX San Antonio shares a common name and a deep commitment to creating a college-going and career-ready culture with the statewide Generation TX movement, an initiative of the **Texas Higher Education Coordinating Board** dedicated to empowering students to pursue higher education and take hold of their future. Generation TX San Antonio combines the inspiration and information provided by the statewide campaign with local leadership and initiatives to create a movement uniquely their own. For more information, please visit: www.GenTX.org

MEDIA NOTE: To RSVP for red carpet at the January 29 event or for interview requests, please contact **Courtney Knittel** at 512 997 8279 or cknittel@gentx.org.