



***Students get it. Communities want it.  
CHOICES keeps teens into school!***

**FOR IMMEDIATE RELEASE**

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## **CHOICES Education Group Receives NEW \$10,000 Grant from Capital One**

*Donation helps combat high school dropout epidemic by serving the CHOICES program to 2,000 teens in Virginia and Texas*

**SEATTLE, WA**—Aug 19, 2010—CHOICES Education Group, a Seattle-based non-profit organization, announced today it has been awarded a \$10,000 grant from Capital One's African American Network. Using Capital One employees as volunteer presenters, the grant will be used to deliver the CHOICES program in Virginia and Texas.

CHOICES is an interactive decision-making workshop that empowers teens to achieve academic success in pursuit of their career and life aspirations. In two hour-long sessions, business and community volunteers take students through real-world exercises on academic self-discipline, time and money management and goal setting. Volunteers from the business community facilitate the program, bringing their real-life experiences right into the classroom and serving as positive adult role models for the students.

"The 2009 unemployment rate for high school dropouts was more than 50% higher than that of their graduate counterparts," said Leo Muller, Executive Director of the national not-for-profit. "We are thrilled to partner with Capital One's African American Network to fight an epidemic that sees 7,000 students drop out every school day."

"We chose CHOICES because it directly aligns with the African American Network's Community Engagement focus on middle school students, and allows us to make a significant impact on young people across the company's footprint," said Rasheeda Matthews, Co-Director of the Capital One African American Network's Community Engagement Workstream. "We're proud to be a part of the CHOICES mission to keep teens in school."

The CHOICES workshop is currently being delivered to more than 700 teens every school day by 1,500 volunteers in 40 states--at a cost of less than \$5 per teen! Through their social enterprise business model, CHOICES Education Group licenses CHOICES to businesses, chambers of commerce and service clubs for an annual program fee based on the number of students served, and then provides the training, materials and support needed to implement and manage the program in local communities.

### **About CHOICES Education Group**

CHOICES Education Group is an independent 501c (3) nonprofit social enterprise started in 1985 with initial funding from Pacific Northwest Bell (now Qwest Communications). CHOICES has been delivered to more than 6 million students since 1985. For 25 years, the organization's mission has been to empower teens to make positive educational CHOICES that will increase their career and life opportunities. More information about CHOICES is available at [www.choices.org](http://www.choices.org) or by calling 1-888-CHOICES (1-888-246-4237).

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