



## **Reiter Affiliated Companies and Oxnard College Co-Host Semillas Para El Éxito: Una Tarde de Aprendizaje**

*Local Business and Community College Collaborate To Encourage Early Planning For College and Increase Awareness of Resources Available to First Generation Students*

**Oxnard, CA : August 3, 2017** - To help families and their children learn about higher education, Reiter Affiliated Companies (RAC) and Oxnard Community College co-hosted, *Semillas Para El Éxito: Una Tarde de Aprendizaje*.

This college information took place on Thursday, August 3, 2017 at Oxnard College and kicked-off at 5:30pm with a conference and panel followed by an education resource fair from 6:30pm to 7:30pm.

"We are very excited to partner with Oxnard College for this event," said Coco Ramirez, member of the event organizing committee. "Our goal is to inform parents and children about the opportunities and resources available to them so that the dream of attending college can become a reality."

The event included a panel of college and university representatives who address the 'Pathways to Higher Education' describing the different systems to obtain higher education.

"Oxnard College is proud to host this meaningful event to showcase our support services and academic programs," said Oscar Cobian, Vice President of Student Development at Oxnard College. "We want to inform attendees of Semillas Para El Éxito that Oxnard College provides a clear pathway to a college degree in their community that is affordable and high quality."

Oxnard College representatives presented on the general college application process and advised attendees on the different financial services and scholarships available to students.

Representatives from other community resources such as El Centrito Family Learning Centers, Boys and Girls Club, Big Brothers Big Sisters of Ventura County, Students for Eco-Education and Agriculture, Mixteco/Indigena Community Organizing Project, and CSUCI University Culture were also present.

Reiter Affiliated Companies is dedicating itself more to what truly matters: delighting consumers with a quality product and enhancing the lives of their employees and communities. Through this event, the company aims to inspire a college-going culture within the farmworker community that is strengthened by a better understanding of the college environment and requirements.

Ramirez added, "This event is the first of a series through which we will collaborate with community partners in order to help our employees engage more directly with the many resources our county has to offer."