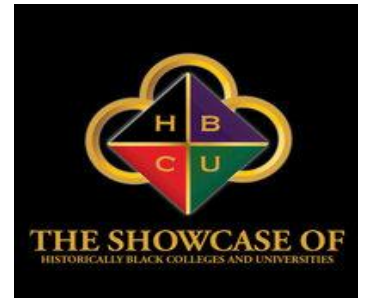




**Educational Release  
FOR IMMEDIATE RELEASE**



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**6<sup>th</sup> Annual College Fair Flexes Academic Muscle with National Education Expert**

*Showcase of HBCU "Gets Tough," aims to condition students, parents and schools in the fight to close achievement gap*

LOUISVILLE- The Showcase of HBCU returns for a sixth year with a message for teachers, parents, the public school system and students: "Community, Let's Get Tough!" The 2011 theme for the annual event aims to hold all individuals accountable for their unique roles in the education of youth, particularly minority youth. The main event, an expo featuring historically black colleges and universities from throughout the country, will be held at **Kentucky International Convention Center, Hall 1AB, in downtown Louisville, from 9:00 a.m. to 1:30 p.m. on Friday, October 14, 2011.**

The Showcase of HBCU is Education First Foundation's signature program. At the expo, students also benefit from a career fair during which they can speak one-on-one with professionals in various fields and from the Education First Pre-College Conference, which includes workshops on topics such as financial aid, ACT/SAT prep and college life. Seniors may attend the Senior Seminar, one-on-one sessions that give students the opportunity to review their transcript, discuss test scores and explore higher educational options with an admissions professional.

The main event is for students in grades 8 through 12 and their chaperones, but the general public is invited to **The Achievement Gap Series—two sessions on October 11, with Pedro Noguera, PhD**, professor of teaching and learning at New York University and author of "The Trouble with Black Boys: And Other Reflections on Race, Equity and the Future of Public Education," among several other titles. He is recognized nationally as an expert on closing the achievement gap and appears as a regular commentator on educational issues on CNN, National Public Radio and other national news outlets. Noguera will speak to a small group at the **keynote luncheon and strategy session at the Federal Reserve building** in downtown Louisville and to a larger group at the **Parent Engagement Program, 5:30 p.m. that day in Central High School's auditorium.**

College representatives will again be able to mingle and exchange information with high school counselors, career coordinators, school system administrators, youth directors and community leaders at the Urban Jazz Exchange on Thursday, October 13, 2011, 6:00 p.m. at Kentucky Center for African American Heritage.

For six years, the Showcase has been building upon its own grassroots movement to inspire more minority children to go to college. "Youth are empowered when they know they have options and know that success is possible for them. We get students who may not have considered college before to think about their future and goals and to make education their first priority," Education First founder Andrea Houston told Business First last year.

**Additional info:** All events are free but may require tickets or may have limited seating. Visit [www.showcasehbcu.com](http://www.showcasehbcu.com) for more details.

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