

MEDIA INVITATION FOR THIS WEDNESDAY, FEB. 11

NEARLY 600 SENIORS AT EAST AURORA HIGH SCHOOL TO RECEIVE COPIES OF "FROM THE BARRIO TO THE BOARD ROOM" THIS WEDNESDAY

*Author Robert Renteria to speak with seniors about living the American Dream
and personally hand each senior their own copy of this life-changing book*

Dear Journalist,

I hope you've heard of Robert Renteria and how his book, "From the Barrio to the Board Room" is changing the lives of students and adults alike, inspiring them to chase and live the American Dream, and to turn away from drugs, violence and gang life.

On Wednesday, Robert will present each East Aurora High School senior with a copy of his book. This is a surprise to the seniors, who will gather at their morning Senior Class Assembly to hear Mr. Carlos Johnson of CITCA Consulting speak about Overcoming Obstacles and Challenges. Robert will then speak and announce that each senior is receiving a copy of the book. Robert and co-author Corey Blake will stay during lunch to autograph books for the students.

I invite you to come witness 571 students who have one semester left of high school and who are about to embark into a world filled with hope and empowerment, holding the powerful messages that come from the pages of Robert's book. The energy this moment will provide will most likely be indescribable. I hope you will come witness it yourself and share it with the world.

Here are the details:

WHAT: All seniors at East Aurora High School will receive a copy of Robert Renteria's "From the Barrio to the Board Room," as part of the school's senior class assembly

WHEN: Wednesday, Feb. 11, 2009

WHERE: East Aurora High School, Hawks Auditorium

TIME: 9 a.m.; Renteria will speak at approximately 9:55 a.m. Renteria & Blake will be available for interviews after the assembly and also during autograph signing

CONTACT: Corey Blake, (847) 682-3493, corey@writersoftheroundtable.com

Robert will be working with teachers and administrators in the Chicago Public Schools this spring and fall, talking with the kids and using the book as a tool to show how drugs and violence are not the answer to being successful in life. He has given the keynote address to the Hispanic National Bar Association in Chicago, the Illinois Legislative Latino Caucus Foundation, and the Chicago Public Schools. He has been profiled in major media, including Univision, La Raza, Hispanic Executive Quarterly, Hoy, and WGN (Adelante Chicago) and numerous newspapers and magazines.

Robert's Background

Robert came from humble beginnings, growing up in an impoverished East L.A. barrio and abandoned by his drug and alcohol addicted father. As a teenager, he became involved with a tough street crowd, used and dealt drugs, dropped out of high school, and went from one dead-end job to another. However, upon learning that his estranged father had

died in a half-way house on skid-row, Robert resolved to start making better choices in his life. After going back for his GED and then honorably serving seven years in the United States Army, he moved to Chicago and talked his way into a job at a laundry management and sales company that eventually led to a position as vice president of a publicly traded company on the New York Stock Exchange. His success has convinced him to strike off on his own, and he has now dedicated his life to sharing his story with thousands of other people around the world so that they, too, can help break the cycle of poverty through education, hard work and determination.

To learn more about Renteria's story and The Barrio Making a Difference Challenge, please contact Renteria at 312.933.5619, robert@fromthebarrio.com, or visit www.thebarriochallenge.com and www.fromthebarrio.com.

Thanks for your consideration,

Kim Jackson

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