

From: Nick Stowell <nicolas.stowell@gov.mcdonalds.com>
To: Lt. Governor's OfficeLtGov@scstatehouse.gov
Date: 10/26/2018 2:59:31 PM
Subject: McDonald's Continues Commitment to Hispanic Community by Expanding the HACER National Scholarship Program

Dear Kevin Bryant,

Following a successful 2018 Hispanic Heritage month which included McDonald's sponsorship of the Congressional Hispanic Caucus Institute's Leadership Conference in Washington, DC, **yesterday McDonald's announced the expansion of the HACER National Scholarship from 5 to 30 recipients.**

Established in 1985, the HACER National Scholarships provides Hispanic high school seniors the opportunity to directly receive up to \$100,000 to help finance their college education, and will be selected based on their academic achievement, community involvement, and financial need. Despite Hispanic college enrollment rates increasing, just 15 percent of Hispanics between the ages of 25-29 have completed a four-year college degree. For many, the high cost of attending college continues to be the number one obstacle to completing their higher education. McDonald's is using its scale for good to alleviate this gap by offering programs and tuition assistance, such as the HACER National Scholarship, to help today's youth achieve their career and education goals.

College-bound high school seniors and their parents are encouraged to visit <http://mcdonalds.com/HACER> for additional college resources in English and Spanish and for details on how to apply to the McDonald's HACER® National Scholarship. The scholarship application period runs through February 4, 2019.

The expansion of the HACER National Scholarship underscores McDonald's continued investment in the future of all youth and in the potential of those that come to work every day at McDonald's restaurants. Over the past year, McDonald's has reinforced this commitment through new initiatives and enhancements to existing programs, including:

- Youth Opportunity - **a global effort starting in Chicago that aims to reduce barriers to employment for two million young people by 2025** through pre-employment job readiness training, employment opportunities and education programs.
- Archways to Opportunity - **a \$150 million investment in the Archways to Opportunity Education Program**, which provides eligible employees at participating U.S. restaurant an opportunity to earn a high school diploma, receive upfront college tuition assistance, access free education and career advising services, and learn English as a second language. Archways to Opportunity also provides access to the high school completion program and advising services to immediate family members of restaurant employees. Since its launch in 2015, the program has increased education access for over 33,000 people and awarded \$42 million in high school and college tuition.

Please join me in sharing the news with your network on your Twitter and Facebook pages:

- It's great to see @McDonalds investing in our youth by awarding 30 McDonald's #HACER National Scholarships to outstanding #Hispanic students. Visit McDonalds.com/HACER for

- details on how to apply!
- McDonald's has developed programs to give youth the skills they need for a successful career. To learn more about McDonald's additional educational and career opportunities, visit [McDonalds.com/People](https://mcdonalds.com/People).

If you wish to include this information in a constituent newsletter:

- McDonald's expanded the HACER National Scholarship from five to thirty winners. The scholarship application period runs through February 4, 2019. Established in 1985, the HACER National Scholarships provides Hispanic high school seniors the opportunity to directly receive up to \$100,000 to help finance their college education, and will be selected based on their academic achievement, community involvement, and financial need. The expansion of the HACER National Scholarship underscores McDonald's continued investment in the future of Hispanic youth and in the potential of those that come to work every day at McDonald's restaurants. College-bound high school seniors and their parents are encouraged to visit <http://mcdonalds.com/HACER> for additional college resources in English and Spanish and for details on how to apply to the McDonald's HACER National Scholarship.

If there are any questions, please do not hesitate to reach out. As always, thank you for your time and attention.

Best,

Nick

Nick Stowell
Government Relations Manager
McDonald's Corporation
Cell: (708) 490-8325
Email: nicolas.stowell@us.mcd.com