

East Aurora School District 131

NEWS RELEASE

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Making Choices for Excellence

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ACCLAIMED AUTHOR TO LEAD EAST AURORA'S 12th ANNUAL MARCH AGAINST VIOLENCE

Event will commemorate September 11



(Aurora)- From East L.A. to East Aurora, Robert Renteria has a story that speaks to anyone who dares to dream of a brighter future. Although he could have been a statistic, his choices in life have made him a success. Now a trendsetting entrepreneur and a trailblazing motivator, Renteria is breaking down barriers and inspiring others to overcome such obstacles as violence and despair with his highly-acclaimed book, *From the Barrio to the Board Room*.

Renteria will bring his message of empowerment to the youth of Aurora by serving as the **Grand Marshal** of the **12th Annual March Against Violence**, sponsored by **East Aurora High School's National Honor Society**, on **Thursday, September 11, 2008 at 3:15 p.m.**

"I am committed to supporting our entire community and to helping our kids believe in themselves and helping them to realize that they can live out their hopes for the American dream," said Renteria, who has drawn widespread praise from students, community members, educators, parents and political leaders for his inspiring message.

The March Against Violence, which is normally held in October, has been rescheduled this year to commemorate the 7th anniversary of the September 11, 2001 attacks.

“We applaud our students for remembering and honoring those who lost their lives seven years ago by using their voices to speak out against violence of every form in our community and throughout the world,” said Dr. Jerome Roberts, Superintendent of Schools.

Prior to marching, the students of East Aurora High School and the entire Aurora community will hear words of encouragement from Renteria, student leaders and other local dignitaries.

The EAHS National Honor Society invites student organizations from all schools in the area to join with the hundreds of other participants to take a stand against violence and to take a stand for personal responsibility, peace, and unity.

“United we will stand...taking care of each other is what the foundation of the world was based on,” Renteria stated.

The march will begin on the front lawn of East Aurora High School on Fifth Avenue and proceed east to Smith Street, north to North Avenue, west to Union Street, and south to Fifth Avenue before concluding back at the home of the Mighty Tomcats.

Student organizations, service clubs, and community agencies are encouraged to bring banners and signs to represent their affiliations and to support the student-led efforts of discouraging violence in our community.

For more information about the March Against Violence and program details, please contact Clayton Muhammad, District Spokesman, at 630.774.9306 or cmuhammad@d131.org

For interviews with Robert Renteria or to request a review copy of his book, please contact Sue Publicover, sue@writersoftheroundtable.com, 207.752.4802 or Kim Jackson, kim@writersoftheroundtable.com, 802.345.9730.

For more information about Renteria and his book, *From the Barrio to the Board Room*, please visit www.fromthebarrio.com.

