

LOS ANGELES, Nov. 4, 2013 /PRNewswire/ -- Reaching Hispanic high school students in a way that inspires them to take action to pursue a college education can be almost as challenging as financing their studies. That is why [McDonald's](#) has joined forces with the [United States Hispanic Leadership Institute](#) (USHLI) and youth engagement company [CoolSpeak](#) to present the 2013 USHLI Student Leadership Summit. The 10-city event will stop in Southern California on Friday, November 8 at Santa Ana High School, 520 W Walnut St, Santa Ana, CA 92701. The summit is part of USHLI's signature Student Leadership Series designed to motivate students to achieve their full potential through higher education.

"McDonald's believes all students should have access to a higher education, which is why our partnership with USHLI and CoolSpeak aims to eliminate lingering barriers," said Clay Paschen, III, McDonald's owner/operator and president of the McDonald's Operators' Association of Southern California (MOASC). "We're continuously seeking ways to make college more accessible for all students, and we work closely with our RMHC

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/HACER

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scholarship program to assist in rewarding eligible students with college funds that can be a stepping stone to their future success."

The USHLI Student Leadership Summit presented by McDonald's is part of a national effort taking place across the country this fall. To ensure its education message resonates with students, the summit will feature motivational speakers from CoolSpeak, an organization that specializes in infusing a "cool" factor in communicating with high school students. Through strong personal life experiences and thought-provoking insights, speakers challenge students to strive for educational excellence.

"For many Hispanics, education is one of the most important issues, along with the economy and jobs," said Dr. Juan Andrade, president of USHLI. "Economic conditions over the last few years serve as a reminder that we need to make college education a priority. A tough economy impacts nearly everyone, but those with a college degree tend to weather out the storm better."

Between information-packed workshops, students will be able to relax at the McDonald's Study Lounge – a hub to connect with other participants, wind down and enjoy a fun photo booth. It will also serve as a platform to inform students about the RMHC/HACER scholarships offered by [Ronald McDonald House Charities](#)® and its local Chapters. The scholarship is one of the largest in the country for Hispanic students and has awarded more than \$23 million in scholarships since 1985.

To further increase awareness of the RMHC/HACER Scholarship among high-need students, [LULAC National Education Centers](#) (LNESEC) – also a McDonald's education partner – will actively promote the scholarship through its education and technology centers, website and social media channels. More information about RMHC/HACER can be found on

www.rmhc.org

or

www.MeEncanta.com

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About MOASC In addition to McTeacher's Night, MOASC offers programs and services to Sout

thern California schools and students through initiatives focused on education, nutrition and scholarships. MOASC is composed of more than 600 franchised and company-owned McDonald's restaurants in the counties of Los Angeles

, Orange

, Riverside

, San Bernardino

and

Ventura

About RMHCSC Ronald McDonald House Charities® of Southern California provides comfort, care and support to children and families in

Southern California

through a number of programs including: Ronald McDonald Houses which offer low cost, and often free, temporary housing for families of seriously ill children receiving treatment at adjacent hospitals and medical centers; Ronald McDonald Family Rooms serve as an oasis inside the hospital for parents with children in the pediatric intensive care unit and neonatal intensive care unit; and Camp Ronald McDonald for Good Times®, a free, medically-supervised, sleep-away camp, provides children with cancer, and their families, an opportunity to process their diagnosis and restore their self-esteem while learning independence and self-reliance in the therapeutic environment of the great outdoors. Learn more about RMHCSC by visiting

www.rmhcsc.org

and follow us on Twitter @RMHC_SoCal and on Facebook.

About USHLI USHLI is a Chicago-based national, non-profit, non-partisan, tax-exempt organization, and a member of the Hispanic Association on Corporate Responsibility (HACR) and the National Hispanic Leadership Agenda (NHLEA). The mission of the United States Hispanic Leadership Institute (USHLI) is to fulfill the promises and principles of democracy by promoting education, research, leadership development, and empowering Latinos and similarly disenfranchised groups by maximizing their civic awareness, engagement, and participation. For more information, please visit

www.ushli.org .

About CoolSpeak CoolSpeak was founded in 2009 with a core mission to encourage, motivate, and inspire students, parents and teachers by delivering positive change through voice and programming, empowering the Youth of today. CoolSpeak remains the leading youth

Written by Australian Business

engagement company offering dynamic speakers and custom-designed programs. More information can be found at www.coolspeak.net , on Facebook at [www.Fac ebook.com/CoolSpeak.page](http://www.Facebook.com/CoolSpeak.page) and at Twitter [@CoolSpeak](https://twitter.com/CoolSpeak)

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About LNESCLULAC National Educational Service Centers, Inc. (LNESEC) was established in 1973 by the League of United Latin American Citizens (LULAC) to provide educational programming to high-need students throughout the U.S. and Puerto Rico. LNESEC has served over 500,000 students, sent 150,000 students on to college, and awarded nearly \$20 million in scholarships. LNESEC's results are made possible by a network of dedicated field staff, top-notch teachers, over 90 school partners, and the support of LULAC – the nation's largest membership-based Latino organization. LNESEC works to change lives and build Latino communities, one student at a time. More information about LNESEC and its programs can be found at www.LNESEC.org

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