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FOR IMMEDIATE RELEASE

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Cambridge College to Host Enrollment Extravaganza in Springfield

SPRINGFIELD, MA—The Cambridge College Springfield Regional Center will host its 2nd Annual Enrollment Extravaganza on **August 5th at 6 p.m. at the Naismith Memorial Basketball Hall of Fame, 1000 West Columbus Ave, Springfield.** The event will include a free tour of the Hall, entertainment by Rob Anthony from WMAS radio, workshops and panels presented by students and special guests, career information from Careerbuilder.com, local vendor booths, a clothing drive to benefit *Dress for Success*, as well as food, prizes and giveaways.

“The purpose of the event is to strengthen our ties to the Greater Springfield community as a resource for working adults who want to change their lives and circumstances through higher education,” said Cambridge College Springfield Regional Center Director Dr. Rick Turner. “We think it is fitting that our event will be held at the Basketball Hall of Fame, a visible and well known symbol of Springfield’s history and a metaphor for its resurgence in commerce, entertainment and education. We hope to more clearly show the people of Springfield that in our twenty years in the area, we have made and will continue to make a difference in the lives of area folks. As we all know, education is the surest way to change economic class and a trained and educated workforce is the core of any resurging economy. We are proud to do our part in making this happen,” he added.

The event will feature a presentation by Dean Cycon of the Polus Institute and founder of Dean’s Beans. Mr. Cycon is one of the pioneers of fair trade coffee and his book, *Javatrekker*, just won the Independent Publisher Book Award Gold Medal. The first 200 attendees will receive a free signed copy of *Javatrekker*.

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The Extravaganza will showcase several other presentations, including a keynote address entitled “Giving Back in a Global Economy” by Michael Lundquist, Cambridge College alumnus and Chief Executive Officer of the Polus Center for Social and Economic Development, Inc. There will also be workshops in the following areas: "What is Your Learning Style?" conducted by Monda Driscoll, Cambridge College alumna and Learning Services Manager for Big Y Foods; "Getting the Job You Want: Resume Writing, Interviewing Skills, & Salary Negotiation." conducted by Cambridge College faculty members Abigail Dolinger and Joe DeFazio; and "Do What You Love: Find the Career for You!" conducted by Jack Wiblyi, Career Coach for Hire Aspirations Career Coaching and Outplacement Specialists.

At the event, individuals will be able to browse through booths of local services and businesses. For the business clothing drive to benefit *Dress for Success*, the College will be collecting lightly worn suits, shoes, business attire and jewelry. Those who donate will be entered into a raffle for a new business suit.

Information will be provided about Cambridge College’s undergrad and graduate programs and interested individuals will have an opportunity to begin the enrollment process on the spot. Current students will be present to answer any questions and to share their experiences as a Cambridge College student. “What sets Cambridge College apart is our ideas,” said Dr. Turner. “Our innovative education model, diversity, our access and the way we remove many of the traditional barriers to higher education have been a successful model—tried and tested nationally—since 1972.”

The event is free and open to the public. It is a family friendly event, and will include activities for children. For more information, please contact Meaghan Prendergast at 800-829-4723 x6623 or Meaghan.prendergast@cambridgecollege.edu.

Founded in 1971, Cambridge College is a private, non-profit institution dedicated to providing academically excellent, time-efficient, and cost-effective higher education for a diverse population of working adults for whom those opportunities may have been limited or denied. Cambridge College has sites in Cambridge, Springfield, and Lawrence, MA; Memphis, TN, Chesapeake and South Boston, VA; Augusta, GA; Ontario, CA; and San Juan, Puerto Rico.

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