



NEWS RELEASE

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Annual fundraiser raises nearly \$180,000 in committed funds for Palo Alto College scholarships and program

[Click here for photos of the event](#)

Alamo Colleges District–Palo Alto College celebrated its tenth annual fundraiser - *¡Celebración!* – on Friday, Nov. 8, at the College’s Performing Arts Center, and raised just under \$180,000 in committed funds for Palo Alto College scholarships and programs.

With a goal of raising \$70,000, generous partners pushed committed cash donations to \$112,000, led by the event’s gold sponsors: the Fabulous GED Brunch Leadership Committee, Leadership San Antonio - Class 44, North Park Toyota, RVK, Toyota Motor Manufacturing of Texas, Inc., Webhead, and Wells Fargo. Through two matching grants from the U.S. Department of Education, Palo Alto College will receive a \$67,500 dollar-for-dollar match, bringing the grand total to \$178,735.

During the event, Palo Alto College president, Dr. Robert Garza, made three College announcements:

- A new Viticulture and Enology program (grape-growing and wine-making) through partnerships with Bending Branch Winery and Chateau Wright.
- A new opportunity to engage student musicians through Palo Alto College’s new Marching Mariachi Band, a hybrid musical group that infuses traditional mariachi culture and marching band traditions.
- And an upcoming initiative at the College, El Museo, which is a student-led museum that elevates the Latino narrative and celebrates Latino culture and is set to open in 2020.

These initiatives create various access points to bring our neighboring communities to campus as part of Palo Alto’s ‘College starts at birth’ initiative, which seeks to help develop a college-going mindset from a young age.

“Education has ultimately changed the course of my life, and we want to provide a similar experience for those who never thought a college education would be attainable,” said Dr. Garza. “Whether building relationships to raise scholarship funds, or engaging stakeholders to implement new initiatives, the invaluable support from our partners affirms our commitment to keeping students first.

¡Celebración! began in 2010 as an annual scholarship fundraiser to provide financial support for Palo Alto College students to stay enrolled and complete their degrees and certificates; the event raised more than \$150,000 in its first year.

Palo Alto College, part of the Alamo Colleges District, is accredited by the Southern Association of Colleges and Schools Commission on Colleges and a recipient of the 2015 Texas Award for Performance Excellence, a finalist for the 2016 Malcolm Baldrige National Quality Award, and a top 10 finalist for the 2019 Aspen Prize for Community College Excellence. With over 10,000 students, Palo Alto College is accredited to offer associate degrees and short-term certificates. The College is located on the south side of San Antonio at 1400 W. Villaret Blvd. at I-410 and Texas Hwy 16 and online at alamo.edu/pac.

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