



A Partnership between the Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District

FOR IMMEDIATE RELEASE

February 19, 2010

MEDIA CONTACTS:

Alejandro Guzmán, 818.523.9026

Mandy Denaux, 213.580.7532

BUSINESS LEADERS REPORT TO THE PRINCIPAL'S OFFICE FOR ANNUAL PRINCIPAL FOR A DAY EVENT

Hundreds of Los Angeles business leaders shadowed public school administrators in a day of collaboration and partnership-building sponsored by Bank of America

LOS ANGELES, CA — Former Los Angeles Laker and three-time NBA Champion A.C. Green joined hundreds of business leaders who visited public schools across Los Angeles today during the 11th annual Principal for a Day event, which connects businesses with local school administrators for an exchange of ideas, resources and to build lasting partnerships that benefit students.

Presented by Pillar, a partnership between the Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District (LAUSD), Principal for a Day is a critical first step in building collaborative, long-term relationships between the business and education communities.

One of the key supporters of Principal for a Day, Merrill Lynch, now a part of Bank of America, has been a proud sponsor over the past four years. They are the largest business participant with 18 leaders who visited schools.

"Creating opportunities through Principal for a Day for our young people will help us build stronger communities," said Chandler Root, Regional Managing Director, Merrill Lynch, Los Angeles. "At Bank of America, we believe it is our responsibility as business leaders to invest in our youth, encouraging them to focus on education to build a promising future."

Since the program's inception, Principal for a Day has helped to initiate over 1,600 business-education partnerships. Pillar aims to match companies and organizations with LAUSD schools in order to engage the business community in public education. These partnerships can enhance student learning by bringing relevant industry expertise and guidance into the classroom,

"Pillar is the link that connects businesses with L.A.'s schools, classrooms and students," said Gary Toebben, President & CEO, Los Angeles Area Chamber of Commerce. "Through programs like Principal for a Day, Pillar will continue to create business-education partnerships that will transform our schools and develop the 21st century workforce."

Principal for a Day is grateful for the support from Bank of America, Disney, Wells Fargo and Microsoft.

###

Pillar is a partnership between the Los Angeles Area Chamber of Commerce and the Los Angeles Unified School District. Created in 2007, Pillar builds and supports partnerships between businesses and schools to strengthen education and develop the future workforce. For more information, visit www.pillarla.com.