

Feria Para Aprender



Contact:

Sylvia Acevedo

for Feria Para Aprender/The Learning Fair

Phone: (512) 560-6385

Sylvia@TheCommuniCard.com

For Immediate Release

SIXTH ANNUAL FERIA PARA APRENDER™ RETURNS TO THE NORTH AUSTIN EVENT CENTER, OVER 10,000 PARENTS AND CHILDREN EXPECTED TO ATTEND

'The Learning Fair' Continues To Grow as Region's Largest Education Event, 2012 Feria Returns With an Educational Path to Increase the Central Texas Workforce.

AUSTIN, Texas (January 6, 2012) – When the Feria Para Aprender™ (The Learning Fair) takes place at the end of the month, it will not only mark several new milestones for Central Texas, but it will reflect a year-round focus to train local education organizations on the demographic shifts and mobilize them to create the future workforce of Central Texas.

Headed into its sixth year as the nation's largest Spanish language dominant education event, the Feria expanded to a national effort in 2011 to include over 100 exhibits by colleges, universities, nonprofits, and scholarship groups in Texas, California, and Florida. In preparation for the Austin Feria, volunteers will be participating in training to learn how to better engage Spanish speaking parents to increase their involvement in their child's education. More than 15,000 free books have been collected to be distributed at the event.

"To compete in the 21st century global economy, far more of our students need a post-secondary credential with value in the market place," Susan Dawson, CEO of E3Alliance. "That's why the Feria Para Aprender is so important: it's helping students and families from the fastest growing demographic in our region understand how to be successful in education all the way through college and career."

New to this year's Austin Feria is an increased focus on adolescents to keep them on track for High School graduation and offer support so they continue on to college and a career. Teen and Anti Bully Zones will introduce families to resources available for their older children and help them understand the many forms in which bullying can be manifested.

Enrichment activities returning to the Feria this year will include the mock dual language classroom with live teaching demonstrations for parents and interactive workforce zones, or "career pods," tied to the workforce needs of Central Texas: Health Care, Teaching, Digital Media, and STEM (science, technology, engineering, and math). The event runs from 10 a.m. to 3 p.m. on Saturday, January 28 and will be held at the North Austin Event Center.

(more)



www.TheLearningFair.com

Feria Para Aprender

SIXTH ANNUAL FERIA PARA APRENDER™ RETURNS TO THE NORTH AUSTIN EVENT CENTER, OVER 10,000 PARENTS AND CHILDREN EXPECTED TO ATTEND - ADD ONE

“The Feria is not an ordinary education fair. This is a mobilization event for the region and a once-a-year opportunity for parents to be fully immersed in a real-world educational experience that is completely framed around them in their own language,” said Sylvia Acevedo, founder of the Feria Para Aprender and the chairwoman of the event. “These are the parents of our fastest-growing population in schools so we all gain a competitive advantage when we can help them master the U.S. educational pathway for their children’s academic success.”

Feria Para Aprender was created in 2007 by Acevedo, CEO of CommuniCard, as Austin’s first and largest Spanish language dominant education effort organized citywide for parents of English Language Learners (ELLs). Since its launch, Acevedo and her team have expanded to Corpus Christi, Dallas, Los Angeles, and Miami. Recently the Los Angeles Feria drew more than 40,000 attendees in October 2011.

“La Feria is a great community outreach event that creates awareness around the importance of education within the Hispanic community,” said Sandy Alcalá, Executive Director of Con Mi MADRE. “The training stresses the importance of culturally relevant programming which is vital for organizations and institutions to best serve the Hispanic population.”

At this year’s Austin Feria, there will be an estimated 80,000 square feet of space devoted to hands-on interactive and “how-to” areas that correlate with the educational pathway from pre-K to college and career. These areas include:

- Career Pods focused on Health Care, Teaching, Digital Media, and STEM (science, technology, engineering, and math) each staffed with mentors and professionals
- Expanded STEM areas with hands on activities to help inspire children to become the problem solvers of tomorrow
- New Teen and Anti Bully Zones dedicated to offering resources to parents with older children
- A photo visualization area where every child gets a photo in cap and gown or professional attire
- Mock bilingual education and dual language classrooms representing major ISDs
- Hands-on science and technology activities such as robotics, gaming, and medical demonstrations
- A Commitment Zone™ where parents and students articulate and illustrate their educational aspirations on miles of paper

More than 50 organizations, think tanks, and agencies are helping to organize 2012 Austin Feria, including **CommuniCard, Wells Fargo, City of Austin, Univision TV, Univision Radio, Ahora Si, Austin ISD, Austin Community College, St. David’s Foundation, Greater Austin Hispanic Chamber of Commerce, Pflugerville ISD, Seton Family of Hospitals, UT Department of Diversity and Cultural Engagement, Girls Scouts, Mi Plato**, and many others. Book underwriters include McGraw-Hill, Mexican Consulate, First Books, and Heritage Books.

###



www.TheLearningFair.com