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**Pacifica High School DECA Academy of Business
Partners with Cydcor to Hold
Business Clothing Drive Donation for Students**

OXNARD – (March 23, 2015) **Cydcor** is sponsoring a surprise *Business Clothing Drive Donation* event on **Friday, March 27, 2015 from 8:00-9:00 a.m.**, at Pacifica High School in Oxnard. Employees of Cydcor offered donations of business professional clothing, accessories, and shoes to the students of the DECA Academy of Business and will be on hand to help students select the perfect outfit from the clothing drive. In addition to clothing donations, Cydcor employees contributed cash donations for additional items students may need that were not donated. All donations are provided to the students with professional attire they may need for a college entry or job interview.

The Pacifica High School DECA Academy of Business prepares high school students for college, career, and life through coursework geared toward business. Students are also taught necessary job and personal skills to prepare them for work in the professional world. Many of these students come from families that cannot provide them with the appropriate business attire for a college entry interview, job interview, or school presentation.

Teacher Aaron Ferguson will be hosting the event during his class period. Ferguson said, “This is a tremendous event to teach students on how to make a great first impression. It is a skill that they can take with them as a valuable tool for the rest of their personal and/or professional lives. The DECA Academy is grateful for all the wonderful people that helped make this event possible.”

Cydcor enlisted the assistance of the well-known manufacturer and retailer of custom clothing, Tom James Company, to help contribute with donations. Tom James, has pledged to donate a number of suits through employee donations, as well as unclaimed merchandise.

- **What: Pacifica High School DECA Academy of Business - Business Clothes Drive Donation Event** – photo opportunities available
- **When: Friday, March 27, 2015 (8:00am-9:00am)**
- **Where: Pacifica High School – 600 E. Gonzales Road, Oxnard, CA 93036**
- **Who: DECA Academy Students, faculty and Cydcor Volunteers**

Developing Entrepreneurial and Corporate Assets (DECA) Academy of Business is a new Linked Learning academy at Pacifica High School in the Oxnard Union High School District. The program is designed to familiarize students with three main strands of business: Hospitality and Tourism; Accounting and Finance; Marketing and Business Administration. Students are taught necessary job and personal skills to prepare them for entrance into college and/or the professional workforce. For more information, visit www.AllianceforLinkedLearning.org **Contact** – Aaron Ferguson (805) 490-3656.

The Alliance for Linked Learning is redesigning the educational experience for the 21st Century high school student in the Oxnard Union High School District (OUHSD). By utilizing a strong and rigorous curriculum, supported by work-based learning opportunities and specialized resources, the students are better prepared for college, career, and life after graduation. The National Academy Foundation model utilized by OUHSD has a 96% graduation rate for students who participate in the academy format.

Local business engagement is a critical piece for success of this model. Work-based learning opportunities focus on career awareness, career exploration, and career preparation. Local opportunities include guest speaking, tours of worksites, job shadowing, internships, and other donations like what Cydcor is providing to the students. Businesses interested in participating with this program, and helping to grow our local talent, can contact Mary Anne Rooney, Program Director, at MARooney@CivicAlliance.org.

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About Cydcor

Cydcor is the leading provider of outsourced, face-to-face Cydcor sales teams to a diverse client base of companies in a wide range of industries, including telecommunications, office products, retail, energy, and financial services. Serving Fortune 500 and emerging market clients in the business-to-business, residential, and retail channels through in-store marketing initiatives, Cydcor works with a network of more than 350 independently-owned corporate licensee (ICL) sales offices, providing clients access to more than 4,000 sales professionals. The privately-held company is based in Agoura Hills, California. For more information about Cydcor, go to www.cydcor.com **Media Contact** – Gail Michalak; Project Contact Onsite: Emmanuel Cervantes (805) 797-2432

About The Tom James Company is the world's largest manufacturer and retailer of custom clothing and the engine behind some of the world's most established tailored clothing brands. As one of the few remaining vertically integrated clothing retailers—Tom James controls the entire manufacturing process 'from sheep to suit'—offering unparalleled value to those with an eye for quality. www.TomJames.com **Media Contact** – Michele Stephens: m.stephens@tomjames.com

About Alliance for Linked Learning

The Alliance for Linked Learning is a collaboration between the Oxnard Union High School District (OUHSD) and the Ventura County Civic Alliance (VCCA) to provide our region's

employers with employees who meet their needs in the global economy. OUHSD was selected as an AB790 Linked Learning District, which became the basis of the California Career Pathways Trust grant request. VCCA serves as the intermediary to recruit and manage employer and community involvement. The Linked Learning academy model, supported by the National Academy Foundation, provides OUHSD resources, tools, curriculum and professional development to teach college and career readiness skills. Employers' involvement, both in the classroom and the workplace, allows students to refine those skills. For more information, visit **www.AllianceforLinkedLearning.org**.

About VCCA

The Ventura County Civic Alliance (VCCA) is a regional collaborative of civic leaders representing a balanced mix of 3E — economic, environmental and social-equity perspectives. Its mission is to work together with our community to promote a healthy and sustainable future for Ventura County. VCCA is an initiative of the Ventura County Community Foundation. For more information about the Alliance and how to join, go online to www.CivicAlliance.org.

About OUHSD

The Oxnard Union High School District (OUHSD) serves Oxnard, Camarillo and Port Hueneme. Founded in 1905, the district currently operates 10 schools (six comprehensive high schools plus Rancho Campana scheduled to open in 2015, one continuation high school, one independent study school and one adult school). More than 300,000 residents live within district, which employs over 700 teachers and oversees the education of nearly 20,000 students with an annual operating budget of over \$100 million.