



For Immediate Release:
Contact: Amy Hinojosa
ahinojosa@hermana.org

MANA Recognized by White House for Commitment to Action

Washington, D.C. -- MANA has been included as one of over 150 Commitments to Action from the public, private and nonprofit sectors nationally recognized by the White House Initiative on Educational Excellence for Hispanics, announced by President Obama on October 15, 2015. The commitment is to a three-year project to design and implement the MANA Madrina® Mentoring Application (M³ App) to mirror the national HERMANITAS® youth mentoring program in virtual format. This interactive information app will provide resources to young adults on relevant topics of education, financial literacy, and bullying prevention, as well as interactive features with encouragement and guidance from noted Hispanic leaders.

In October 2014, the White House Initiative on Educational Excellence for Hispanics launched a Year of Action, and with it a national call for Commitments to Action in honor of its 25th anniversary. In the spirit of what President Obama calls a "shared responsibility," the Initiative challenged the public and private sectors to make meaningful and quantifiable contributions to expand and support the educational outcomes and opportunities for the Latino community. On October 15, 2015, on the culmination of the 2015 Hispanic Heritage Month, the President announced 150 Commitments to Action with a collective investment of nearly \$340 million which will build on, and accelerate federal, state, and local investments in high-quality education, from cradle-to-career for the nation's Latino community.

Alejandra Ceja, Executive Director of the White House Initiative on Educational Excellence for Hispanics said, "It is an honor to celebrate Hispanic Heritage Month and the Initiative's 25th anniversary with the release of nearly 150 commitments to action that will help strengthen the educational outcomes and opportunities for the Hispanic community from cradle-to-career. These commitments will bring critical resources to Latino students and families across this country, are examples of meaningful investments being made in support of the largest, youngest and arguably the fastest growing minority community in the country and will help fulfill America's future."

MANA National President and CEO, Amy Hinojosa, said, "Since 1988, MANA has been a national leader in mentoring, with Hermanitas® being the only national youth mentoring program designed specifically for Latina youth. With the evolution of the way our community, particularly youth, gains access

to information, it is time to bring mentoring directly to them via this revolutionary mobile app. It is our intent to bring the same educational information and concepts inherent to the Hermanitas® program directly to their mobile devices." She concluded, "We are honored for our work to garner this recognition from the White House and look forward to the roll out later this year and early next year."

To learn more about the Initiative and to view the full list of Commitments to Action visit www.ed.gov/HispanicInitiative.

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