



CSUCI Launches Auto Partners Program

Camarillo, Calif., May 4, 2005 - California State University Channel Islands has created an innovative fund-raising resource for scholarships, asking area auto dealers to each commit \$25,000 over a five-year period.

The CSUCI Auto Partners Program, believed to be the first of its kind, was recently launched with its first commitment, a first-year gift of \$5,000 by Santa Paula Chevrolet.

"Santa Paula Chevrolet has always been very involved in the community," said John Macik, Santa Paula Chevrolet dealer principal. "We've been active with local high schools, community colleges, and area Boys and Girls Clubs. And now we want to take it to another level at CSUCI. Our company believes that when you help young people you help the entire community."

The program was developed by CSUCI Foundation Board member Herb Rosenkrantz, a retired lawyer who is also a student at the University. "One of my major concerns as a CSUCI Foundation Board member is to strengthen the University's scholarship efforts," Rosenkrantz said. "I wanted to create a strong support group for scholarships, with the goal of helping worthwhile students experience what we have to offer here."

Rosenkrantz invited Macik to visit the CSUCI campus. "We wanted him to see the University and meet students, faculty, and staff," Rosenkrantz said. "And that's all it took. He was willing to be the first one, to take a leadership role in this effort. His gift is important because it establishes and sets the level of giving at \$25,000."

Santa Paula Chevrolet's gift will be added to the CSUCI general scholarship fund. "It's very gratifying to help those who may not have had the opportunity or means to attend college," Macik said. "Santa Paula Chevrolet is glad to partner with CSUCI. The University is such a great resource, and we're fortunate to have it here in Ventura County."

"We know that we want to be part of this place. We already feel as if we belong to the University. And we want other area auto dealerships to do the same. We invite them to join the CSUCI Auto Partners Program. We've all drawn business from the community. This could be a great way of giving back. It's the best thing we can do."