

# ***MEDIA ADVISORY***



June 2, 2010

## **Metro NY Chapter of National Black MBA Association to Host 18<sup>th</sup> Annual High School Mentoring Program Case Competition**

NEW YORK – The Metro NY Chapter of the National Black MBA Association will host its 18<sup>th</sup> annual College Awareness Symbolizes Hope (C.A.S.H.) Case Competition, with 55 high school students from 23 high schools throughout the city. Over the past several weeks, the students have been working to analyze the merits and recommendations, competitive landscape, opportunities, etc. of Apple’s iPad and Amazon’s Kindle. Each team of students will have 15 minutes to present their analysis. The teams will be judged based on their understanding of the case questions, demonstration of research, use of marketing and financial principals, and the format that was used to present the analysis.

**WHEN:** Friday, June 4 at 6:00 p.m.

**WHERE:** Fordham University  
113 W. 60<sup>th</sup> Street, 12<sup>th</sup> Floor  
New York, NY 10023

**WHO:** Derrick Bryant, President, Metro NY Chapter, NBMBA  
Tyrone Scott, co-chair, College Awareness Symbolizes Hope  
55 high school students

**BACKGROUND:** Every year, the Metro NY Chapter’s CA.S.H. Program hosts a series of free academic enrichment and leadership workshops to provide African-American high school students with the awareness, education, and information about the advantages of graduating from high school and matriculating into college. This year, 27 business professionals provided the students with the tools and resources for goal-setting, applying to college, seeking financial aid, budgeting, resume writing, public speaking, networking, etc.

**Media contact:** Simone Thomas  
PR Director, Metro New York Chapter, NBMBA  
973-769-2463  
[pubrelations@nyblackmba.org](mailto:pubrelations@nyblackmba.org)

#####