

PEPSICO

November 10, 2021

FOR IMMEDIATE RELEASE

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**WAYNE COUNTY COMMUNITY COLLEGE DISTRICT EXPANDS SUPPORT OF BLACK AND
HISPANIC STUDENTS WITH SCHOLARSHIPS, COLLEGE READINESS, MENTORING
THROUGH PEPSICO PROGRAM**

DETROIT, Mich. -Nov. 10, 2021 — Wayne County Community College District (WCCCD) is expanding its financial and mentoring support of Black and Hispanic students through its participation in a PepsiCo and The PepsiCo Foundation Community College program. That program promotes access and advancement in higher education through a holistic approach that offers financial support to help students at the point of college entry, but also addresses additional obstacles such as retention, completion, and workforce readiness that disproportionately impact Black and Hispanic student’s educational and professional journeys.

The Community College Program offers 1,400 scholarship opportunities through 2022 to Black and Hispanic students attending WCCCD and 12 other community colleges across the nation. WCCCD was the only community college district in Michigan selected by PepsiCo for its program. Other schools working with the program include Los Angeles Community College District, Miami Dade College, Atlanta Metropolitan State College, and Maricopa Community College.

“Our mission has always been to offer pathways to better lives through higher education,” said WCCCD Chancellor Dr. Curtis L. Ivery. “We are proud to partner with PepsiCo and The PepsiCo Foundation to ensure that students have the knowledge, tools, and support that they need to grow into their fullest potential.”

“Black and Hispanic students are facing an unprecedented educational crisis as enrollment rates continue to decline and dropout rates increase, often because of financial needs outside of tuition. Students need more than scholarships – they need support to stay in school, finish their degrees and access the job market,” said C.D. Glin, Global Head of Philanthropy, PepsiCo & Vice President, The PepsiCo Foundation. “We launched this program to help students address the most critical barriers to their education and economic success, and

we're proud to announce today that we're bringing more students in and helping them on their academic journey."

Historically, community colleges are an engine of upward mobility, serving a student population that is demographically and economically diverse. But for students already struggling to cover living expenses, COVID-19 and the ensuing economic crisis proved an insurmountable barrier, forcing thousands to forgo enrollment or drop out. In response, PepsiCo and The PepsiCo Foundation launched the Community College Program in March 2021 to support 4,000 Black and Hispanic students over five years. Starting with City Colleges of Chicago, Westchester Community College, Houston Community College and Dallas College, the program addresses the underlying barriers that make it challenging for minority students to enroll, persist, and graduate.

The PepsiCo Foundation's community college program includes two types of scholarships – *Uplift* Scholarships for students seeking two-year associate degrees or trade certificates and *S.M.I.L.E* (Success Matters in Life & Education) scholarships for community college graduates transitioning to four-year colleges.

The *Uplift Scholarship* also provides assistance for students pursuing programs that are not often covered by federal student aid. Students receive financial assistance and services designed to support their continued enrollment, including dedicated success coaches, access to emergency grants and financial literacy programs to empower them with the resources and knowledge for making sound financial decisions. The program is offered at all 13 community college partners.

For more information about the Community College Program and scholarships, please call 313-496-2600.

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About WCCCD:

WCCCD, one of the largest urban community colleges in Michigan, is a multi-campus district with six campus locations and specialty campuses, including the Mary Ellen Stempfle University Center, the Heinz C. Prechter Educational and Performing Arts Center, the Michigan Institute for Public Safety Education (MIPSE), the Curtis L. Ivery Health and Wellness Education Center, and the Outdoor Careers Training Center. The District serves nearly 70,000 students annually across 36 cities and townships, and more than 500 square miles. WCCCD is committed to the continued development of innovative programs, workforce transformation, hosting community-based training sessions, and improving student facilities and services.

www.wcccd.edu.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$70 billion in net revenue in 2020, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, Tropicana, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than \$1 billion each in estimated annual retail sales. Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. "Winning with Purpose" reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of our business strategy and brands. For more information, visit www.pepsico.com.

About The PepsiCo Foundation

Established in 1962, The PepsiCo Foundation, the philanthropic arm of PepsiCo, invests in the essential elements of a sustainable food system with a mission to support thriving communities. Working with non-profits and experts around the globe, we're focused on helping communities obtain access to food security, safe water, and economic opportunity. We strive for tangible impact in the places where we live and work—collaborating with industry peers, local and international organizations, and our employees to affect large-scale change on the issues that matter to us and are of global importance. Learn more at www.pepsico.com/sustainability/philanthropy.