

3240 Fort Road ·Toppenish, WA 98948 (509) 865-8500

Date: May 17, 2010

Contact: Bonnie Hughes, Communications Officer, 509-865-8588 or

hughes_b@heritage.edu

FOR IMMEDIATE RELEASE

Heritage University SIFE students take fourth in national competition

Minneapolis, Minn. – More than four hundred Students in Free Enterprise (SIFE) teams from college across the United States vied for the title of National Champion. In the end, a team of students from the small campus of Heritage University overtook most of them placing fourth in the nation.

"We are very proud of our team," said SIFE Advisor and Chair of Heritage University's Business program Len Black. "It says a lot about the quality of our students and their work to place so well against much larger schools with greater resources."

For each team, the road to the national competition started with regional competitions that qualified the top teams to move forward. Heritage has moved on to finals for seven straight years. Their national record is equally impressive with the team placing in the top 10 ten each of the last five years and being one of only a handful of teams to make it to the final four three times. The national competition took place May 11- 13 in Minneapolis, Minnesota.

Members of the winning presentation team included: Katy Padilla, Mireya Vasquez, Sherezade Guerrero, Juan Aguilar, Julius Hill, Javier Estrada, Haydee Navarro, Jorge Borunda, and Andrew Calderon.

SIFE is a global, nonprofit organization that encourages students to gain practical experience in the real business world by implementing community programs that encourage financial literacy, money management, entrepreneurship, and business skills. Students design and implement projects like bilingual financial management workshops and small business incubators for local entrepreneurs. They then present the results of their projects in competitions with teams from across the country.

###

Heritage University is a non-profit, independent, regionally accredited institution of higher education offering undergraduate and graduate education across the state of Washington.