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For Immediate Release

Heritage SIFE Wins Regional Competition

For the sixth year running, Heritage University's Students in Free Enterprise (SIFE) team took top honors at the regional competition in Seattle.

The Heritage SIFE team beat out teams from schools like Oregon State University, the University of Alaska and California State University at Chico. The group will travel to Philadelphia in May to face off against roughly 180 other regional champions from across the country for the national title.

During the competition the Heritage team presented their work over the past year in areas of market economics, success skills, entrepreneurship, financial literacy, environmental sustainability, and ethics and team sustainability. Some of the projects highlighted included the groups work promoting the use of sustainable fuels, their weekly Spanish-language radio program that provides business advice to entrepreneurs in Central Washington and along the I-5 corridor, and their children's financial literacy program Moon Jar.

Members of the winning presentation team included: Sherezade Guerrero, Jaimie Castro, Juan Castro, Juan Augilar, Elena Herrera, Richard Perez, Julius Hill, Javier Estrada and substitute Cassandra Wesley.

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.

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