



**LEVEL PLAYING FIELD**  
INSTITUTE

**For Immediate Release**  
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## **Cal Alumni and Friends Spend an Evening Supporting Talented Students of Color**

**San Francisco, CA (October 16, 2006)** Responding to the needs of underrepresented students at UC Berkeley, Level Playing Field Institute's Initiative for Diversity in Education and Leadership Scholars Program (IDEAL) is hosting a fundraising reception, *IDEAL on the Rise!*, on October 25, 2006 at the City Club in San Francisco. Money raised will be used to support 50 diverse and talented UC Berkeley underrepresented students of color. Presented by Microsoft, the event is also being sponsored by Adelante Capital Management, Barclays Global Investors, Reed Smith LLP, Catamount Ventures, AAA, California Alumni Association, Innovative Realty, Rockwood Leadership Program, Sterling Bank & Trust, and Taylor & Goins L.L.P.

The evening will feature an eye-catching silent auction, and will culminate with a charged musical set from Bay Area Afro-Cuban band, *Orquesta la Moderna Tradición*. If successful, *IDEAL on the Rise!* will move Cal Alumni, as well as Bay Area professionals to support the dreams and aspirations of IDEAL Scholars.

IDEAL Scholars are provided with financial scholarships, which replace student loans and workstudy, and receive access to an on-campus advisor, valuable summer internships related to their areas of interest, computer loan program, leadership training, and a strong network of support on campus. Selected scholars have notable leadership potential; individuals who will make an impact in their communities through their careers, activism, and/or academic/scientific research. They are aspiring medical researchers, lawyers, educators, public service agents of change, business entrepreneurs, engineers, scientists, and more.

### **About the Initiative for Diversity in Education and Leadership Scholars Program (IDEAL)**

IDEAL is a program whose vision is to ensure that California benefits from leaders who represent broad demographics of the state. Such representation is important as the percentages of Latino and Black Californians, now 40% of the total population (2000 U.S. Census), continues to grow. For more information on IDEAL, please visit [http://lpfi.org/education/ideal\\_fund.shtml](http://lpfi.org/education/ideal_fund.shtml).

### **About Level Playing Field Institute**

Founded in 2001, the *Level Playing Field Institute's* mission is to promote innovative approaches to fairness in higher education and the workplace by removing barriers to full participation. Through programs like IDEAL, the Level Playing Field Institute aims to expose and break down hidden barriers from the classroom to the boardroom. For more information on Level Playing Field Institute, please visit [www.lpfi.org](http://www.lpfi.org).

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