



FOR IMMEDIATE RELEASE

**Strive for College Shines Light on the Importance of Mentoring
and Higher Education in Response to Viral Story About Michael Rotondo**

May 27, 2018 - This week many have watched and read about Michael Rotondo, the 30-year-old man being evicted from his parents' house. As the story has gone viral, some have called this a cautionary tale representative of an entitled millennial generation. As an organization that works with Gen Z and millennials on a daily basis, we see the challenges they face and witness the impact that mentoring has on their lives. The formative years of education and guidance set the path and trajectory for their futures.

In light of all the media attention, a good deal of it negative, we want to take an opportunity to change the narrative and create some more awareness around the value of education and mentoring. We reached out to Michael to ask him about his story and if he would encourage young people to go to college.

"I strongly believe that everyone should have the ability to receive higher education," said Michael. Michael attended some community college but didn't complete a degree. This has limited his job prospects significantly.

If Michael had completed his education and received guidance from a mentor, his circumstance today may have been very different. Let's take a lesson from this story. High schoolers - get a free Strive for College mentor to help you achieve your college and professional goals. Parents - encourage your child to get a Strive for College mentor today.

Strive for College is a nonprofit that provides free guidance and online mentoring for students aspiring to go to college -- we serve students in all 50 states through our online platform where any student can sign up. Online mentoring gives a student one-on-one guidance through the college application and financial aid process. Our mentors include professionals in the workforce, current college students, and retirees. Students who have utilized Strive online mentoring have found it very beneficial in helping them reach for their dreams.

As for Michael, we know he is busy preparing for his move, which is happening very soon. We appreciate his willingness to share his story and have made a contribution to assist with his move. We wish him the best.

We truly believe that we are stronger as a country when we all come together for something greater than ourselves. We are bridging the divide between baby boomers, millennials, and Gen Z through virtual mentoring, and we invite you to join us in our mission -- as either a mentor or a student. We can

all make a positive difference in each other's lives by harnessing technology coupled with our caring and compassion for one another.

About Strive for College

Strive for College was founded in 2007 in Michael J. Carter's dorm room at Washington University in St. Louis to help underserved area high school students apply to college and navigate financial aid. College students volunteered as in-person mentors for high school students, and mentored students achieved substantially better college go-on rates than their non-mentored peers. Strive for College grew to become a respected college access organization, providing in-person mentoring across the country. Delivering its mentoring service at sufficient scale to make a meaningful impact on the national college access problem soon became Strive's biggest challenge, which led to the national launch of virtual mentoring in 2014. Virtual Mentoring by Strive for College is now serving students in all 50 US states, and the goal is to serve more than one million students within three years.

Strive and Michael J. Carter have been featured by CNN Heroes and Forbes 30 Under 30 and received major national media attention from outlets including Time, National Journal, and Fast Company. Strive's I'm First! initiative is a recognized leader in improving college outcomes for first-generation college students. Learn more at www.striveforcollege.org and imfirst.org.

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