



CONTACT:

Megan Miller/Barbara Goldberg

O'Connell & Goldberg PR

954-964-9098

[mmiller@oandgpr.com](mailto:mmiller@oandgpr.com)

[bgoldberg@oandgpr.com](mailto:bgoldberg@oandgpr.com)

FOR IMMEDIATE RELEASE

**PARTNERSHIP OFFERS HELP TO MIAMI-DADE STUDENTS HOPING TO  
BECOME THE FIRST COLLEGE GRADUATES IN THEIR FAMILIES**

*Seniors at Miami Community Charter School and their Parents to Attend College  
Event Led by Your College Concierge and sponsored by Power Financial Credit Union*

**PEMBROKE PINES, Fla.** – (October 22, 2018) – Some high school students who hope to become the first in their families to graduate from college will get help from a South Florida credit union and a college counseling/planning service that specializes in helping students find financial aid.

Power Financial Credit Union formed a partnership with “Your College Concierge (YCC)” to assist seniors at Miami Community Charter School in south Miami-Dade County, where minorities make up 96 percent of the student body.

Seniors at the charter school and their parents will attend an event on **Oct. 25 from 5 p.m. to 8 p.m.**, led by YCC co-founder Paul Ratzan, who will help parents complete the FAFSA (Free Application for Federal Student Aid) application form. Ratzan also will explain YCC, a digital tool developed to serve as a “virtual guidance office” that helps students find the right college and figure out how to pay tuition and other expenses.

Participation in the event, sponsored by Power Financial Credit Union, is free of charge.

“We are very proud of this partnership,” said Alicia Quevedo, Power Financial Credit Union, Senior Vice President/Chief Membership Officer. “These students need someone in their corner who knows the ‘ins and outs’ of college financing and can help navigate the many obstacles placed in their paths. They already have to overcome multiple barriers to get into college – we hope this will make the process much less stressful.”

YCC provides a college-planning experience tailored to the interests, budget, grade level and academic abilities of each student. They also offer a digital platform that helps students and their families to search for the right college, to apply for admission, and to learn how institutional and federal financial aid can lower the cost of a college education.

**About Power Financial Credit Union**

Power Financial Credit Union is a community-based, member-owned financial institution that has been providing high-quality, family-based financial services to the South Florida community for more than 65 years. We Hear You. Respect You. And Treat You Like Family. Power Financial Credit Union, which has been awarded a 5-Star Rating from BauerFinancial, Inc., the nation's top bank rating service, was named a "Top Workplace" by South Florida's *Sun Sentinel* newspaper in 2017 and 2016, and, for a fifth consecutive year in 2018, one of *Credit Union Journal's* "Best Credit Unions to Work For." Power Financial Credit Union also was recognized in 2016 for its Leadership and Service by *South Florida Business Journal* and ranked as Florida's Top Performing Credit Union by S&P Global Market Intelligence.

Power Financial Credit Union serves more than 35,000 members with combined total assets approaching \$650 million and six branches and eight ATMs throughout South Florida, along with an ATM in Alpharetta, GA. The institution offers all the advanced products, services and tools of large banks, but with a unique, personalized, family friendly, community-centered focus. It also provides extensive electronic services to members, with 90% of all transactions conducted outside its branches. Additional information is available at [www.powerfi.org](http://www.powerfi.org) or by calling 800.548.5465.

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