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**J.C. STRONG AWARDS ITS FIRST SCHOLARSHIP  
TO AURORA CHRISTIAN HIGH SCHOOL SENIOR LUIS SOLORIO**

*Author Robert Renteria and Latino business group reach back,  
pull youth away from challenges and aim to take them to new heights*

**AURORA, Ill. (Aug. 28, 2008)** – Despite living where there is little snow, Latino Business Owner and Author Robert Renteria’s life has become a very big snowball. Around every corner, that snowball rolls – and grows. Now, meet Jerry Cervantes, a Stage IV liver cancer survivor who promised, “Lord, if you keep me here, I’ll make a difference.” In remission for more than three years, Cervantes read Renteria’s life story, “From the Barrio to the Board Room.” The two men connected, and their fateful partnership was sealed.

This past Sunday, on behalf of J.C. Strong (Jesus Christ Strong) partners Cervantes and his wife, Elizabeth, their daughter, Alexis Cervantes, and Juan and Becky Ortiz, Renteria presented a check for more than \$3,000 from this not-for-profit organization to Aurora Christian High School student Luis Solorio, who, without financial help, would have been pressured to complete tuition to attend his senior year in this strong Christian environment.

“It was very emotional,” said Cervantes of Sunday’s presentation. “Luis was one of the people who attended Robert’s book launch. He had read the book and passed it along to two others. He said he read it and understood the book’s message to work hard and follow your dreams, don’t give up or let someone tell you what you can’t do.”

The organization’s goal is to provide the opportunity to receive a quality Christian education to children who might not be able to attend this exceptional school without financial assistance. It all started with two men from the barrio – one who is now a business executive, the other, a cancer survivor – and a promise to God that if they got out of their situations and survived, they’d give back.

When Renteria and Cervantes realized they both shared the dream of building a not-for-profit group to help kids, Cervantes approached Aurora Christian Founder Paul House with the idea of creating a scholarship for Latino kids in need of financial assistance to get the valuable education that the school provides.

“He was just in awe,” said Cervantes. “The school has some Asian and African-American students but although Aurora is 75-80 percent Latino, the school was missing that diversity. How do we get Hispanic culture through those doors? This is it.”

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### **About J.C. Strong**

With Ortiz’s connections through his post as vice president specializing in marketing for his company, Renteria’s book and community business connections, and Cervantes’ contacts from his role with Usana Health Science and his family-owned lawn care business, the three men have embarked on a fundraising frenzy to raise money for J.C. Strong and open educational doors for kids in the community. The scholarship will be awarded annually to a student who would like to attend Aurora Christian but lacks the financial means to do so. For more information or to contribute to J.C. Strong, contact Renteria at 630.809.5492 or Cervantes at 630.327.9943.

### **About Robert Renteria**

As an infant, Renteria slept in a dresser drawer in a one-room, bachelor apartment in East L.A. Although living in the midst of gang violence where drugs were common, Renteria escaped the fate that befell many of his friends. Now the successful co-founder and executive vice president of WashPro USA in Westchester, Ill., Renteria is changing lives and working to break the cycle of poverty and violence with “From the Barrio to the Board Room.” He serves on the board of directors for the Aurora Hispanic Chamber of Commerce and is actively involved in the community at large. His phone continues to ring with requests for him to share his story with youth and business organizations.

For more information about Renteria, his story and his life, visit [www.fromthebarrio.com](http://www.fromthebarrio.com). For interviews with Renteria or to request a review copy of the book, contact Sue Publicover, [sue@writersoftheroundtable.com](mailto:sue@writersoftheroundtable.com), 207.752.4802 or Kim Jackson, [kim@writersoftheroundtable.com](mailto:kim@writersoftheroundtable.com), 802.345.9730.

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