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FOR IMMEDIATE RELEASE

El Bodegon Supermarkets establishes student scholarships at Palm Beach State College



(Lake Worth, Fla. – April 10, 2013) Ten students of Latino heritage will be better able to afford tuition, books and fees while attending Palm Beach State College thanks to the the owners of El Bodegon Supermarkets. The initial \$10,000 gift to create a scholarship was presented-at the first Family & Health Festival held April 6 at Supermercados El Bodegon in Lake Worth.

El Bodegon and Coca-Cola, (which is matching the gift) announced the establishment of the first Supermecados EL Bodegon Hispanic Scholarship through the Palm Beach State College Foundation for students attending the College. Ten scholarships of \$1,000 each will be available beginning in the fall of 2013. Students must be of Hispanic/Latino background, have a minimum grade point average of 3.3 and attend the Lake Worth campus.

El Bodegon grocery chain is owned by siblings Gloria Patricia Rincón, Carlos Mario Rincón, Guillermo Alonzo Rincón, and their business partner, Carlos Mario Ortiz. The Rincóns and Ortiz are Colombian immigrants who founded the first El Bodegon store in West Palm Beach in 1998; they now have stores in Lake Worth, Lantana and Margate. The stores employ more than 350 people and market value-priced, fresh produce, food and products, including an array of international delicacies and a catering service that are specifically targeted to the Latino and overall community.

“As a college graduate, I know the value of higher education in today’s business environment,” said Carlos Rincón. “My family came to this county to make a better life for ourselves and others. We believe that with the establishment of these scholarships and our partnership with the Palm Beach State College Foundation, we can lend a helping hand to Latino students to help them get ahead in their chosen careers and hope that they, too, will give back.”

“I am so honored to be part of this partnership with El Bodegon. The family is very successful but also very humble. They have not forgotten their roots and want to clear a path of success through education for future generations of Latinos in our county,” said Dr. Maria Vallejo, provost of Lake Worth campus.

“It is truly rewarding to work with people who are dedicated to giving back to our community. The immigrant story is the American dream – relocate for a better life, secure an education and therefore a career and prosper. Everything we can do to ensure everyone has the opportunity to succeed, builds a stronger community and a lasting future,” said Suellen Mann, executive director of the Foundation.

“We’re excited to play a part in the future of these students as they work towards their academic goals” expressed Ed Diaz, Coca-Cola community marketing director. “We know that one of the most powerful ways to make a community stronger is to invest in young people through educational opportunities.”

Serving 49,000 students annually, Palm Beach State College is the largest institution of higher education in Palm Beach County, providing bachelor’s degrees, associate degrees, professional certificates, career training and lifelong learning. Established in 1933 as Florida’s first public community college, it offers more than 100 programs of study at locations in Lake Worth, Boca Raton, Palm Beach Gardens and Belle Glade.

Editor’s note: Photo caption: (From left:) Carlos Mario Rincon, owner, El Bodegon Supermarkets; Dr. Maria Vallejo, Lake Worth campus provost, Palm Beach State College; Freddy Carranza, pastor, Family Christian Center; Ana Rosario Thomas, corporate relations director, Palm Beach State College Foundation, announcing the

establishment of 10 scholarships for Latino students attending Palm Beach State College at the Family & Health Festival held April 6 in Lake Worth.

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