



# START RIO...GO ANYWHERE

## MEDIA RELEASE

3600 Workman Mill Road / Whittier, CA 90601

FOR IMMEDIATE RELEASE  
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### ***Rio Hondo College Ignites Illuminated Sign to Promote Programs***

**WHITTIER** – Rio Hondo College lit up the night on Aug. 12 with a giant projection of its logo and the message “Now Enrolling For Fall” cast brilliantly against the walls of its five-story Library Tower – a sign visible to drivers along the 605 Freeway and for miles around the hilltop campus.

The projection is the first of many the College will launch as it blazes its message of higher-education opportunity throughout the community. The image was premiered during a Board of Trustees meeting to the applause and appreciation of board members and college leaders.

“Rio Hondo has always strived to be a beacon of opportunity for our community,” said Superintendent/President Teresa Dreyfuss. “Now, literally, we are creating a beacon that lets our community know about specific opportunities available at the College.”

The sign will be cast daily from 7 p.m. to midnight with a variety of messages to promote specific programs. For example, this fall Rio Hondo launched one of the state’s first four-year degrees offered by community colleges, a Bachelor of Science in automotive technology. The college also offers a pathway to law school, 19 degrees that guarantee transfer to a Cal State campus and noted public safety and nursing programs.

The sign was the brainchild of Dean of Arts and Cultural Programs Chris Guptill.

“At Rio Hondo, we are truly and passionately proud of the programs we offer and the service we can provide to our community. This new sign helps proclaim that message in a way that’s hard for anyone to miss,” said Board of Trustees President Madeline Shapiro.

#### **Caption**

**NIGHTLIGHT 1,2:** Rio Hondo College has illuminated the night with a brilliant message showcasing its logo that can be seen for miles around the hilltop Whittier campus. The sign, which includes two images of the College logo and a changeable message – now promoting fall registration – will be cast daily from 7 p.m. to midnight.

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*Rio Hondo College, located in Whittier, California, is committed to the success of its diverse students and communities by providing dynamic educational opportunities and resources that lead to associate degrees, certificates, transfer, career and technical pathways, basic skills proficiency, and lifelong learning. For information on the College or its programs, please call 562-692-0921 or visit [www.riohondo.edu](http://www.riohondo.edu).*