

TU SUEÑO. OUR HELP.



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FOR MANY, GOING TO COLLEGE IS A DREAM, AND SOMETIMES A LITTLE HELP IS ALL IT TAKES TO MAKE IT HAPPEN.

TO CELEBRATE **HISPANIC HERITAGE MONTH**, WE'VE TEAMED UP WITH **HISPANIC COLLEGE FUND** TO HELP OUR YOUTH ON THE PATH TO ACHIEVING HIGHER EDUCATION.

YOU'LL FIND APPLICATIONS TO **SPECIAL MERIT SCHOLARSHIPS**, **GREAT PRIZES** AND USEFUL INFORMATION TO MAKE YOUR "GOING TO COLLEGE" PROCESS MUCH EASIER.

SO, WHAT ARE YOU WAITING FOR?

LOG ON NOW TO **WWW.BUILDURDESTINY.COM**



PEPSICO

NO ES NECESARIO LA COMPRA NI EL TENER QUE HACER UN PAGO DE CUALQUIER TIPO PARA GANAR LA COMPRA NO MEJORARÁ TUS OPORTUNIDADES DE GANAR. Es necesario tener acceso a Internet. Nulo dar de esa prohibida. El sorteo está sometido a Normas y Reglamentos oficiales. El sorteo comienza a las 8:00 AM (tiempo del este) el 14 de septiembre de 2009; clausura a las 11:59:59 PM (tiempo del este) el 18 de octubre de 2009. Favor de ver las Normas y Reglamentos oficiales para detalles incluyendo los premios diarios/semanales y fechas de clausura de premios/entradas. Abierto a residentes legales de los Estados Unidos y el Distrito de Columbia que tengan 17 o más años de edad (exceptuando los residentes de Maine, quienes tendrán que tener mínimo 18 años de edad). Patrocinador: Pepsi-Cola Company, 700 Anderson Hill Road Purchase, NY 10577. NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Internet access required. Void where prohibited. Sweepstakes subject to Official Rules. Sweepstakes begins 8:00:00 AM (ET) on 9/14/09; ends 11:59:59 PM (ET) on 10/18/09. See Official Rules for details including Daily/Weekly prizes/entry deadlines. Open only to legal residents of the 50 United States or District of Columbia who are 17 years or older (except residents of Maine who must be 18 years or older). Sponsor: Pepsi-Cola Company, 700 Anderson Hill Road Purchase, NY 10577, 11349003

September 2009

Dear Counselor,

As a school counselor, you know that college is a dream for many minority students. But sometimes a little help is all it takes to make higher education a reality. To help make these dreams come true, and in celebration of Hispanic Heritage Month, PepsiCo is partnering with the Hispanic College Fund (HCF) to promote higher education among Hispanic students.

The 2009 Pepsi Hispanic Heritage Month program offers information and resources to help parents and students through the college application process on a bilingual website (<http://www.bulldurdestiny.com> or <http://www.construyetudestino.com>).

Students can also use the website to apply for a special, merit-based scholarship. PepsiCo is offering 30 scholarships to assist with undergraduate and graduate studies, including five scholarships worth \$4,000 each, and 25 scholarships worth \$500 each. Recipients will be selected by the HCF.

The website launches on September 14, 2009 and applicants must submit paperwork by March 1, 2010 for consideration. Evaluation, selection, notification and student acknowledgement of award will take place from March 2 to April 30. All scholarships will be awarded in September 2010.

The website also features a daily trivia question about Hispanic heritage from September 14 to October 18, 2009. Participants will be entered in daily and weekly sweepstakes for fantastic prizes, including notebook laptops.

Please visit <http://www.bulldurdestiny.com> or <http://www.construyetudestino.com> and share the postcards of PepsiCo's Hispanic Heritage Month program details with your students.

Sincerely,

PepsiCo