

**The Ancira family is proud to announce that it will be awarding \$10,000 a month in scholarships to local area high school seniors who are pursuing continuing their education.**

**Universal Marketing Concepts  
September 5, 2014**

The Ancira family has a long and dedicated history in the Alamo City. Working hand in hand with a community so strongly built on pride, it seemed only fitting to give back something that carries on - a gift for a lifetime.

*"Finding the right post-high school educational opportunity is a challenge for all students. But for some, it's a hard reality that they just don't have the means to afford it. That's why the Ancira dealerships have teamed up with KENS 5 to help local students get a head start to reach their fullest potential." – KENS 5 & April Ancira*

Each month, four finalists will be selected — two female and two male. Video bios will be filmed with each finalist and will be posted on the "Great Day SA" Facebook page so that viewers can vote on the winners. Multiple votes are accepted and encouraged. Videos will also be uploaded to the Ancira All Stars YouTube channel, and blogged about on Tumblr.

The scholarship distribution will be determined by the voting. The top female finalist and the top male finalist will be allocated \$3,500 each. The second-place female and male finalists will be allocated \$1,500 each.

All four finalists will appear on KENS 5 on the "Great Day SA" show with April Ancira. The video bios will be shown, and then the scholarship distribution will be announced and the ceremonial checks will be presented. Each finalist must be able to appear on "Great Day SA" to be considered.

Only one submission is necessary. Scholarship winners may only be a finalist once. All other submissions will be considered for the following month(s), so it is not necessary to resubmit your application each month. Winners will be announced monthly from October 2014 to August 2015.

**Students submit their applications, which MUST include the following information:**

- Name, where they are from, school name, and their picture
- Name of the college, university or trade school where the scholarship would be used
- An essay (1,000 words maximum) talking about who they are, why you should win and how the scholarship would be used
- A letter of endorsement or recommendation from a teacher, coach or mentor (Their essay should tell how that person made a difference)
- Records of their attendance, grade point average, and a sports/outdoor/the arts or community-involvement achievement over the last 12 months

**Submit applications to: [AnciraAllStars@kens5.com](mailto:AnciraAllStars@kens5.com), videos will then be uploaded to Ancira All Stars YouTube channel, and distributed amongst social media channels.**

**For official contest rules, please visit:**

[http://q.kens5.com/assets/hss/LAW1-93836-v4-KENS5\\_Ancira\\_AllStars\\_Scholarship\\_Contest\\_Official\\_Rules\\_2014.pdf](http://q.kens5.com/assets/hss/LAW1-93836-v4-KENS5_Ancira_AllStars_Scholarship_Contest_Official_Rules_2014.pdf)

For over 42 years, the Ancira family has owned and operated automobile and RV dealerships in San Antonio and South Texas. It employs up to 800 team members at any given time. It's giving reach spans far across the communities it serves.