



**FOR IMMEDIATE RELEASE**

**CBT COLLEGE (COLLEGE OF BUSINESS & TECHNOLOGY) ANNOUNCES  
DESIGN CHALLENGE TO SELECT ITS OFFICIAL MASCOT**

***-Contest is now open and due on Nov. 30th and is Open to the Public-  
\$2500 Cash Prize will go to 1st Place Winner***

**Miami, FL (Nov. 4th , 2010)** – CBT College an academic and career education institution based in Miami, Florida operating five campuses in the greater Miami-Dade area, today announced the “CBT College Mascot Design Challenge” a contest developed to select the design of the school’s official mascot. The contest has started and first, second and third prize winners will be announced at a special event on Dec. 4th. The first place winner will receive \$2500 in cash and will have its design selected as the official school mascot. In addition to other goodies, second place winner will receive a brand new 10.5-inch net book computer and the third prize will get a \$100 dollar American Express gift card.

As we all know, every school needs a mascot. It is a symbol used to represent a common public entity and is often thought of to bring luck. This is especially true of all colleges and schools and “now the time has come for us to have our official mascot and in order to make it more dynamic we opened up the search to the public,” says Luis Llerena, Executive Director of CBT College. “We feel having a mascot will further unite our schools as part of the local community as well as give our students a stronger sense of pride within our diverse institution.”

The contest is open to the general public and will be culminated with a gallery exhibit held at the West Kendall campus of CBT College on December 3rd, 2010. The campus is located at 8765 SW 165th Avenue in Kendall, FL.

The following contest rules will apply:

- The design must not be a copy of any previously known mascots. If found to be so by the panel, he/she is automatically disqualified.
- This contest is open to the public excluding CBT College’s Staff and Faculty members.
- Each participant may submit up to two designs maximum.

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- A design proposal should consist of one core design.
- Designer shall give a name to every proposed mascot.
- Designer shall explain the creative rationale and the concept for the design.
- Designer shall present a story about the proposed mascot (the plot of the story may be invented) to explain and introduce experiences, characteristics (such as bravery, persistence, optimism, humor) and other character traits of the proposed mascot.
- The design must not reflect any specific culture
- The design must not integrate CBT College logo or crest;
- Designer must provide his/her name as well as contact details.

If the designer does not comply with the rules listed above, they can be automatically disqualified. CBT College has organized a panel of judges for the competition to evaluate the design proposals submitted by each designer and CBT has the final right of decision on the composition.

The judges' criteria will consist of the following:

- Appeal and acceptance of the people of different cultural backgrounds, genders, or ages;
- Must reflect CBT's goal as a technological academic institution;
- Must be refreshingly new;
- It must be representative of CBT College student body;

The designs must be EMAILED to [cbtmarketing@cbt.edu](mailto:cbtmarketing@cbt.edu) on or before 6 PM on Tuesday, November 30th, 2010. For additional questions, please email CBT College's marketing department at [cbtmarketing@cbt.edu](mailto:cbtmarketing@cbt.edu). For more information regarding CBT College visit [www.cbt.edu](http://www.cbt.edu), or call 305-273-4499

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### **About CBT College**

CBT College is an academic and career education institution based in Miami, Florida and operates five campuses in the greater Miami-Dade area, including in the Flagler area of the city, Kendall, West Kendall, Hialeah, and in Cutler Bay. CBT College is Nationally accredited by ACICS (Accredited Council for Independent Colleges & Schools), certified by the U.S. Department of Education, licensed by the Commission for Independent Education (CIE), and under the regulation of the Florida's Statewide Numbering System.

CBT College was founded in 1988 by Fernando and Gladys Llerena with the mission to prepare and graduate students with the highest moral, technical and professional excellence who will build a better life for themselves, their families and their community.

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