



**Centinela Valley Union High School District  
14901 Inglewood Avenue  
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FOR IMMEDIATE RELEASE

**PRESS RELEASE**

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**Students from Brazil to Compete in Simulated World Business Challenge  
with Hawthorne High School Students**

LAWNDALE, October 7, 2011 – Centinela Valley Union High School District is proud to announce the visit of 30 students from the Sebrae School of Technology and Business in Bel Horizonte, Brazil. The students competed last year in New York at the Economic Global Challenge; since then an international relationship began between the students in the International Business Academy at Hawthorne High School and the Sebrae School of Technology.

The students from Brazil will be visiting corporations in the South Bay during their 10-day stay but the highlight of their visit will be the competition between the students from the Hawthorne International Business Academy in a Simulated World Business Challenge that will be held on **Wednesday, October 12, 2011** from 9:00 am – 6:00 pm at the Crowne Plaza Hotel, 300 N. Harbor Drive, Redondo Beach, California. The students will be given a Harvard MBA case study and assigned to a multinational team. The mission is for each team to analyze company data, identify relevant information, and prepare a business strategy that will then be presented to industry partners and large corporate leaders that will judge their presentations. Judges who have volunteered for this competition include top business and community leaders. A ceremony will be held at the end of the day and prizes will be handed out to the top three teams.

This is a unique and exciting experience that has never been done in the South Bay area. "I am so excited to see these students work together. The International Business Academy is just one of our nine academies offered in the Centinela Valley Union High School District. This event brings the youth of two major economic powers together; it will be exciting to watch the competition," said Jose Fernandez, Superintendent.

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