



# CICERO DISTRICT 99

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## Inspiration through example

### Acclaimed speaker, Latina author to keynote popular annual District 99 event

**Cicero, Ill. — Nov. 7, 2019** — For the past decade, Cicero District 99 has hosted Parent University — an initiative created to connect local parents with the District and guest speakers, providing educational resources to help bridge the gap between socioeconomic barriers and academic success.

To kick off the first session of the 2019-2020 academic year, District 99 Superintendent Rodolfo Hernandez will welcome parents on Friday, Dec. 6 to Unity Junior High School (2115 S. 54th Ave.) as he delivers the opening keynote address. Hernandez will share with parents the importance of helping their students reach their academic goals and serving as support systems for both the educational and personal growth of their children.

Hernandez and the District will also be welcoming author and award-winning international speaker Jacqueline Camacho-Ruiz as the event's keynote speaker.

Born in Mexico City, Camacho-Ruiz's first moved to the U.S. at the age of 14, where she quickly learned both English and German. In 2006, she launched JJR Marketing, an award-winning marketing and public relations firm based in the western suburbs that focuses on establishing and expanding the marketing strategies of people and brands along with creating successful digital marketing content.

In addition to her marketing and PR firm, Camacho-Ruiz is the founder of Fig Factor Media, which focuses on international book publishing specializing in self-development, anthologies, business and children's books with messages of inspiration and encouragement. She also is the creator of Today's Inspired Latina book series, a two-time cancer survivor, and, since 2017, one of only a few Latina small airplane pilots in the U.S.

Described as having a "fire about marketing and about life that leaps off the stage," Camacho-Ruiz speaks with hundreds of audiences across the U.S. each year, sharing the story of her background and passion for entrepreneurship and media. She has been featured as a regular guest with TV, radio and print publications, including CNN, CBS, ABC, ESPN, Forbes, Inc. Magazine and Univision, and has shared her inspiration through corporate talks with the United States Army, United Airlines and Allstate.

Parent University, which runs from 4-8:30 p.m., will also feature workshops led by other local adolescent experts, educators, authors and media personalities. District staff and parent volunteers will also be on hand to provide free childcare for children ages 4-12, and a free dinner will be available to attendees.

For information about news coverage of Parent University, contact Parent Outreach Coordinator Isabel Ramirez at [iramirez@cicd99.edu](mailto:iramirez@cicd99.edu).

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### About Cicero District 99

Cicero District 99 is a 16-school public elementary school district in Cicero, Ill., a near-west suburb of Chicago which is home to more than 82,000 residents. A predominantly Hispanic and working-class community, District 99 educates more than 13,000 students in pre-kindergarten through eighth grade — 95 percent of whom come from low-income households and qualify for either free or reduced-price lunch.