

## **Viva Auto Group Partners with CCTA to Boost Local College Seniors' Motivation**

*Helping students who are making an effort to complete their education is an important element of community outreach, publishes vivaautogroup.com*

El Paso, TX -- February 18, 2016 (FPRC) -- Numerous studies conducted by research teams in the educational sector reveal incentive programs increase college students' likelihood of success by 40 percent or more. In light of these findings, Viva Auto Group in El Paso, TX recently teamed up with the College, Career and Technology Academy in an effort to boost the drive of some local college seniors. Students with exemplary attendance and grades will be qualified to win a certified used car. This partnership was officially announced during a ceremony held at the CCTA campus.

Ryan Brown, currently a sophomore at CCTA, commented, "It's going to encourage a lot of students here. If I can get a car just by coming to school and getting good grades, I'm going to definitely strive for that."

Housed in the former Houston Elementary School building, CCTA provides an opportunity for those ages 17 through 26 to work toward earning a high school diploma; at the same time, students may obtain career-based certifications or college credits depending on their end goals. Debbie Brooks, a teacher at CCTA, contacted Viva Auto Group owner Jimmy Dick asking for a donation toward the school's student incentive program. Brooks noted her initial request was for a gift card or other contribution, but the donation of a vehicle far surpassed her expectations.

In order to be eligible to win one of the dealership's Used cars in El Paso, TX, CCTA graduating seniors must attend the school for two consecutive semesters, incur five absences or less and take part in at least one extracurricular activity while maintaining A's and B's. CCTA faculty and administrators firmly believe the partnership with Viva will generate greater motivation among students.

"Alternative campuses like CCTA provide an opportunity for students to complete their graduation requirements," stated principal Adan Lopez, "but these campuses often struggle with attendance issues. It's great to develop partnerships like this that generate greater incentives for the students. Any encouragement to get the kids to class is great."

One of the few Car dealerships in El Paso, TX offering new and used vehicles from a wide variety of manufacturers, Viva Auto Group has developed a reputation for participating in community-wide events and outreach opportunities. Previous local festivities at which the Viva team made an appearance include the El Paso Eggstravaganza and Monster Bash. The dealership has also worked in conjunction with Morale, Welfare and Recreation in a number of events, such as the Fort Bliss Relocation Fair for soldiers and their families facing permanent changes of station, the BOSS Bash geared toward single soldiers, and 4th of July celebration Pop Goes the Fort.

"I think it's important that we help students who are making an effort to complete their education," said Viva Auto Group Marketing Director Raul Rodriguez. "This will help out not only during high school, but also in college when they are pursuing a career."

About Viva Auto Group:

A multi-line auto group located in El Paso, Texas, the team at Viva demonstrates a commitment to excellence by continually striving to fulfill the unique needs and exceed the high expectations of each customer.

**Contact Information**

For more information contact Rudy Arocha of Viva Auto Group (<http://www.vivaautogroup.com/>)  
(915) 834-6200

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