



## GENERAL ASSEMBLY EXPANDS “OPPORTUNITY FUND” SCHOLARSHIP PROGRAM TO LOS ANGELES AND SAN FRANCISCO

***PayPal and Alexis Ohanian Join Current Program Supporters Google, Microsoft and Nas to  
Offer Scholarships to Women, Veterans and Minorities to Attend Web Development Immersive Course,  
Narrowing the Diversity Gap in Tech***

**NEW YORK, Aug. 13, 2014** – [General Assembly](#), the global educational institution offering instruction and opportunity in technology, business and design, today announced the expansion of its “[Opportunity Fund](#)” scholarship program to Los Angeles and San Francisco. The program, which originally launched in New York in April, provides scholarships to women, veterans and minorities, specifically African-Americans and Latinos, to participate in General Assembly’s full-time, 12 week Web Development Immersive (WDI) course, designed to transform beginners into junior-level web developers.

General Assembly also announced that PayPal and Alexis Ohanian, co-founder of reddit and investor in General Assembly, are joining current program supporters Google, Microsoft Corp. and recording artist Nas, and will provide personalized support and mentorship for its scholarship recipients:

- PayPal will host recipients at the PayPal headquarters for tours, meetings with engineers and an interview with a hiring manager
- Ohanian will provide recipients with a year of personal mentorship and an interview with at least one of his portfolio companies

Following completion of the WDI program, participants will have full access to all of General Assembly’s resources, including its hiring partner network and personalized support in finding full-time employment. Benefactor companies will also have the ability to hire the recipients they’ve supported directly. Scholarship recipients are also required to commit 100+ hours of their time to mentoring underprivileged youth at tech education nonprofits including All Star Code, Black Girls Code, CodeNow, Coderdojo and ScriptEd.

“Our mission is to empower people to pursue the work they love and this mission should apply to all people, regardless of their demographic or background,” said Jake Schwartz, co-founder and CEO, General Assembly. “Opportunity Fund is a first step in helping to level the playing field and close the gap in opportunity. It is an indisputable fact that people who are engaged with work they love lead happier, more productive lives. We want to help as many people as possible achieve this.”

“I invested in GA because they provide a space for people to actively pursue a career in making something people love,” said Ohanian. “I was eager to contribute to Opportunity Fund because I’m passionate about supporting diversity, and I want as many people as possible to have the chance to start the next world-changing startup. Tech is the future of all industry and I want it to look like the world we live in.”

General Assembly’s Opportunity Fund scholarship program is open to qualified women, veterans and minorities at the Los Angeles, San Francisco and New York campuses. Scholarships are being given on a

rolling basis. Scholarship contributions and subsidized tuition cover approximately 75 percent of a recipients' fees. [Applications](#) are available beginning today and will be accepted through Sept. 3.

#### **About General Assembly**

[General Assembly](#) is a global educational institution that is building a community of individuals empowered to pursue work they love through instruction and opportunity in technology, business and design. General Assembly offers full-time immersive programs, classes, workshops and online educational programming on the most relevant skills of the 21<sup>st</sup> century economy, including web development, user experience design, product management, digital marketing and data science. Headquartered in New York, General Assembly was established in early 2011 and has eleven campuses worldwide, in New York, San Francisco, Los Angeles, London, Hong Kong, Sydney, Atlanta, Boston, Chicago, Seattle and Washington, D.C.

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