



## Live Más Scholarship Fact Sheet

### What is the Live Más Scholarship?

This one-of-a-kind scholarship opportunity is for the next generation of innovators, creators and dreamers – young adults who have passions and aspirations that do not fall into the “academic” or “athletic” qualifying categories of traditional scholarships.

In 2018, the Taco Bell Foundation will award \$3 million in Live Más Scholarships to young adults (ages 16-24) for post-high school education through three programs. The Taco Bell Foundation will award \$1 million in scholarships through its new applicant program, \$1.5 million through its renewal program, and \$500,000 through its program designed for Taco Bell restaurant employees.

For the new applicant program, scholarships range from \$5,000-\$25,000 and will be awarded to young people who can clearly explain their life’s passion and how the Live Más Scholarship will help them reach their dreams through a 2-minute video.

This year, the Taco Bell Foundation is introducing a Live Más Scholarship renewal program to continue supporting previous recipients along their educational journey. For the renewal program, scholarships range from \$2,500-\$25,000 and will be awarded to previous Live Más Scholarship recipients who apply and can clearly explain how they furthered the pursuit of their passion since first winning a Live Más Scholarship through a 2-minute video.

### Who are the “Innovators, Creators and Dreamers”?

They are the next generation of leaders. Youth on the cusp of adulthood searching for ways to live out their dreams. Their personal goals don’t fit into mainstream boxes. They know what they love to do, but they don’t know how to turn it into their life’s work. With a program like the Live Más Scholarship behind them, they finally have investment in their passion and can turn it into their life’s work.

Last year’s 100+ recipients came from across 35 states each with unique passions, backgrounds and interests – However they were all unified by their dream of one day changing the world. The top 10 passions were: film/television, performing arts, science/medicine, music, graphic design, fine art, animation, education, photography, and computer science.

### How does it work?

- The application period opens at **12:00pm PST on January 15, 2018** and closes **11:59pm PST on March 18, 2018**
- All applicants must be ages 16-24 and a legal resident of the 50 United States or the District of Columbia. All videos must be submitted to [www.livemasscholarship.com](http://www.livemasscholarship.com).
- Awards must be used at an accredited post-high school/post-secondary educational programs (including accredited two- and four-year college, universities, vocational-technical, and trade schools) for tuition, required fees, books and course specific supplies.
- First-time Live Más Scholarship applicants must create and submit a 2-minute video that tells the story of their life’s passion and why they should be considered for a Live Más Scholarship.
- Previous recipients of a Live Más Scholarship may apply for the renewal program if they meet certain criteria, including: current enrollment in a post-high school educational program and in good academic standing, have used 75% or more of previously awarded funds, *and* explain in their new 2-minute submission video how they have furthered the pursuit of their passion since first winning a Live Más Scholarship.
- For complete details, visit [www.livemasscholarship.com](http://www.livemasscholarship.com).

### Why this matters?

At the Taco Bell Foundation, no cause is more important than supporting the passions and dreams of our youth. We invest in America’s youth and help them pursue their educational goals and career aspirations – no matter what their unique passion. We leverage our scale and reach to convene the right partners, and build impactful programs and experiences so these young people can confidently pursue their dream-career. Learn more at [www.tacobellfoundation.org](http://www.tacobellfoundation.org).