

READY TO LIVE MÁS? TACO BELL FOUNDATION ANNOUNCES OPENING OF LIVE MÁS SCHOLARSHIP

[Add Company Name] and the Taco Bell Foundation are celebrating the Live Más Scholarship's 11th year by serving up millions in funding, mentorship and opportunities for Taco Bell fans and Team Members.

[CITY, State Abbrev.], (October 14, 2025) – The [Taco Bell Foundation](#) is once again calling on dreamers, doers and cultural rebels as applications for the 11th annual Live Más Scholarship open. This year, the Foundation will award an estimated \$14.5 million – the largest amount in the program's history – to support young people aged 16-26, including Taco Bell's biggest fans and Team Members, in pursuing their passion through education.

The Live Más Scholarship celebrates cultural rebels – the bold and the creative who truly know what it means to Live Más. More than funding, it's momentum: scholars gain access to mentorship, career-building resources, and a national community that helps turn ambition into lifelong opportunity. Beyond tuition support, the scholarship reduces financial pressure, giving students greater flexibility to focus on their studies and ambitions.

[Insert a leadership quote highlighting the benefits of this scholarship.]

TELL YOUR STORY, YOUR WAY

For the first time ever, applicants can choose how to share their story – through a two-minute video or through the new written response option. This flexible format removes barriers and gives students the chance to express themselves in a way that feels true to who they are. Some applicants shine on camera, others through words, but both formats put authenticity over perfection. Designed for out-of-the-box thinkers whose ideas spark real impact, the application is fast, fun, and requires no GPAs, test scores, or résumés.

PASSION HAS NO BLUEPRINT

The Live Más Scholarship celebrates pathways that don't always fit into a traditional mold. From trade schools to creative ventures, it empowers students to follow their passions and create a future that's uniquely their own.

[Share an anecdote about a Team Member who has been positively impacted by the Live Más Scholarship. If possible, include a quote from them about how the scholarship has impacted their life or why they encourage others to apply.]

IMPACT THAT SCALES

Since its launch in 2015, the Live Más Scholarship has awarded more than \$64 million to over 3,000 Taco Bell customers and Team Members nationwide. *[Add company name]* is proud to partner with the Taco Bell Foundation to raise money through the Round Up program, where our customers can choose to round up their order total to the nearest dollar to support Taco Bell Foundation year-round. *[Provide data points, if available, on contributions to the scholarships, the amount raised from round-up campaigns, etc.]*

A defining feature of the scholarship is that it's designed support students throughout their educational journey, with recipients eligible to apply for a renewal up to three times. Nearly \$35 million in renewal scholarships have been awarded over the past decade, helping students progress through their education and into careers they love.

The 2025 application period is now open and will close on January 6, 2026. Recipients will be announced in April 2026, with awards of \$5,000, \$10,000 or \$25,000 per student. For more information on the Live Más Scholarship, including eligibility requirements and frequently asked questions, or to apply, visit www.tacobellfoundation.org.

About Taco Bell Foundation

Taco Bell Foundation, Inc. is a 501(c)(3) public charity that empowers the next generation to pursue their passions by breaking down barriers to education and providing resources to help young people chase their boldest ambitions. Since 1992, the Taco Bell Foundation has reached nearly 12 million young people across the country and has awarded more than \$231 million in grants and scholarships, focused on education and career readiness. For more information about the Taco Bell Foundation, visit www.tacobellfoundation.org.

About [Add Company Name]

To add in a paragraph summary of your company

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