

FOR IMMEDIATE RELEASE

Watch Video of Rolando Making Commercials for Colored Rocks Success Calendar

Colored Rocks Unveils "The Rolando Series" – 8 Videos to Promote 2013 Wall Calendar

ATLANTA, Georgia – October 18, 2012 – The Colored Rocks Foundation has released *The Rolando Series*, a series of online ads endorsed by Rolando Zenteno, an activist for undocumented youth and winner of the 2012 **Colored Rocks Prize**. In the ads, "Rolando" endorses the **2013 Georgia's Colored Rocks Wall Calendar**, guaranteed to inspire achievement among students of all ages.

The Rolando Series features 8 videos with the following topics:

1. Rolando Has A Cool Gift For You
2. Who Went HAM On Their Grades?
3. Do You Have A Colored Rock In Your Life?
4. Rolando Has Found The Secret To Success And Wants To Share It With You
5. Rolando Switches From One Form Of Bull To Another
6. I Already Told You "They're Flying Off The Shelves"
7. Rolando's Movie, "A very Short Story"
8. How Did Roland Make It To The Top?

The amateur commercials are shot using low end footage by Rolando's girlfriend. The foundation is betting that viewers will want to follow Rolando's transformation and growth as he polishes his presentation with each subsequent video.

Videos in *The Rolando Series* will be released every Tuesday and Thursday over the next 4 weeks.

If viewers miss a video, it can be found at the Colored Rocks Youtube channel, <http://www.youtube.com/user/coloredrocks01?feature=watch>. Here is a direct link to the first ad: (<http://www.youtube.com/watch?v=COFa3NrhN0s>)

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About the 2013 Georgia's Colored Rocks Wall Calendar

Smooth, charming, intelligent, talented, funny, good-looking and oh so wise for their years, 14 of Georgia's own award-winning **Colored Rocks** share their success secrets and strategies in this collection of tips they insist helped them excel in their high school class AND in life. These likeable male senior students - all from diverse ethnic backgrounds and many from challenged lifestyles - offer inspirational, yet practical tips that success seekers of all ages will find useful and engaging. Inside the calendar are full color photos of each **Colored Rock**, along with a snapshot of his interests and goals and his personal secret to success. If they can do it, so can you!

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