

**MEDIA ADVISORY  
FOR IMMEDIATE RELEASE  
September 18, 2025**



## **Mayor Kirk Watson, Luci Baines Johnson Among Community Leaders and Supporters Uniting for \$30M Central Texas Education Nonprofit Campaign**

*Breakthrough Central Texas' Pathways to Opportunity Kicks Off to Improve Access for Thousands of Students, Transforming Central Texas Education Equity*

**AUSTIN, TEXAS —**

**WHAT:**

### **Breakthrough Central Texas Pathways to Opportunity Campaign Launch**

On Wednesday, October 1, 2025, [Breakthrough Central Texas](#), Austin's leading college access and career success nonprofit organization, will launch the Pathways to Opportunity accelerator campaign with a \$30 million goal. This kick-off event to introduce the campaign and its importance across central Texas will take place at the LBJ Presidential Library and Museum from 10:00 to 11:30 a.m. CT.

With support from local institutions of higher education and civic leaders Mayor Kirk Watson and Luci Baines Johnson, the organization will unveil its campaign goals to triple the number of Breakthrough students becoming first-generation college graduates each year, double the number of students served, and admit more than 3,000 additional middle and high school students to its programs during the next five years. Additionally, Breakthrough Central Texas looks to bring its long-term commitment to additional high school campuses and fuel a diverse pipeline of future educators in the region.

"Breakthrough Central Texas makes a profound impact on students, their families, and Austin's economy," says Mayor Kirk Watson. "Despite Austin's rank among the most highly educated cities in the nation for adults, Central Texas has one of the lowest college graduation rates in the state among students from low-income communities. By helping students overcome the many systemic barriers to higher education, we can create a multi-generational impact – replacing the cycle of poverty with a future of self-sufficiency and choice for thousands of Central Texas students."

Breakthrough Central Texas combines comprehensive, individualized advising with academic learning, career preparation, and leadership development – from middle school summer programs to college internships. This includes high-quality postsecondary counseling to guide students to apply to, afford, and persist on their chosen educational pathway after high school. The organization also helps students overcome non-academic obstacles, by providing direct assistance for unexpected financial hurdles, mental health services, and basic needs.

In addition to Mayor Watson's address and Johnson's keynote, organization representatives, students and campaign members will speak to the Pathways to Opportunity campaign progress, impact and goals.

Media must RSVP to the Breakthrough Central Texas Pathways to Opportunity Campaign Launch by emailing Mary Green, [Mary@liveoutloudpr.com](mailto:Mary@liveoutloudpr.com), by Friday, September 26, 2025.

**WHEN:**           **Wednesday, October 1, 2025**  
                  **10:00 – 11:30 a.m.**  
                  *Interviews available and to be coordinated upon request*

**WHO:**           **Austin Mayor Kirk Watson**  
                  **Michael Griffith, Breakthrough Central Texas Executive Director**  
                  **Jeremiah Thompson, Breakthrough Central Texas Alumnus**

**WHERE:**       **LBJ Presidential Library and Museum**  
                  **2313 Red River Street, Austin, TX 78705**

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#### **ABOUT BREAKTHROUGH CENTRAL TEXAS**

Breakthrough Central Texas is the leading college access and success nonprofit in Central Texas. For more than 20 years, we have partnered with thousands of middle and high school students who aspire to be the first in their family to graduate with a degree or certificate. We make a radical, long-term commitment to students, to and through college, unlocking the power of education and a lifetime of opportunity. We support the whole student with personalized services, work closely with community partners, campuses, and employers, and advocate for our students with lawmakers. Breakthrough students attend 60+ public schools and persist at nearly 100 colleges and universities. The result is that nearly 60% of Breakthrough students graduate from college, compared to 14% of low-income students in our region. Our work has resulted in more than 500 college graduates, with 3,700 on their way, positively impacting families for generations, our region's educational equity, and the Central Texas economy. Join the conversation at [@BreakthroughCTX](https://www.instagram.com/BreakthroughCTX), Instagram [@BreakthroughCTX](https://www.instagram.com/BreakthroughCTX) and at [Facebook.com/BreakthroughCTX](https://www.facebook.com/BreakthroughCTX). To learn more, visit [www.breakthroughctx.org](http://www.breakthroughctx.org).

#### **Media Contacts:**

Live Out Loud PR on behalf of  
Breakthrough Central Texas

Mary Green  
(704) 576-5178  
[mary@liveoutloudpr.com](mailto:mary@liveoutloudpr.com)

Ashley Schlosser  
(512) 968-0562  
[ashley@liveoutloudpr.com](mailto:ashley@liveoutloudpr.com)