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## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **College Prep Day Helps Students Explore Educational Opportunities Beyond High School** *High school students and parents invited to attend event hosted at Drake University*

**Des Moines, IA., October 16, 2012** – The 8th ANNUAL NAACP YOUTH COUNCIL COLLEGE PREP DAY will be held on Saturday, November 3<sup>th</sup>, 2012 in the Olmsted Center on the campus of Drake University. College Prep Day provides high school students and their parent/s or guardian/s with a step-by-step overview of the transition from high school into a well-planned postsecondary learning experience. This educational outreach initiative is sponsored by the NAACP Youth Council, along with community partners: Drake University, GEAR UP Iowa, Invest in My Future, Iowa College Access Network, the Iowa College Student Aid Commission, and Target.

“We are pleased to offer this event again this year to help students prepare for a smooth transition into the college of their choice,” said Gretchen Woods, youth works committee chair for the Des Moines branch of the NAACP. “This event is free and open to all Des Moines area high school students and their parents. The goal of event is to inform and prepare the next generation of college students,” stated Woods. “With sessions geared specifically for students or parents, there is something for everybody who attends.”

In addition to extensive expert advice on the college search process, pre-registered participants will receive a free lunch and college giveaways. Activities throughout the day will include a mini college fair, career fair, a college student panel, as well as interactive sessions on topics such as financial aid, college admissions, career exploration and financial literacy. In addition, three scholarships will be given away to eligible high school seniors attending the event; two College Prep Day scholarships and an Iowa Health System Scholarship.

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Students and parents can register for this free event and find information on how to apply for the scholarships from the Des Moines NAACP website at <http://www.desmoinesnaacp.org/>. For more information about College Prep Day, please contact Gretchen Woods, youth works committee chair for the Des Moines branch of the NAACP, by phone at 515-778-4758 or by email at [gretchenahw@gmail.com](mailto:gretchenahw@gmail.com).

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***About the Des Moines NAACP** The Des Moines branch was founded in February 1915 and is one of the oldest branches of the National Association for the Advancement of Colored People (NAACP). The mission of the NAACP is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination. More information is available at <http://www.desmoinesnaacp.org/>*

***About the Iowa College Student Aid Commission** Iowa College Aid provides college access, financial literacy, and outreach services to Iowa's students and families as they prepare, plan and pay for college. Iowa College Aid also administers state scholarship, grant, work study, and loan forgiveness programs totaling nearly \$60.0 million annually, administers the Federal Family Education Loan Program (FFELP) program, provides borrowers with assistance to avoid the serious consequences of default, conducts research and distributes higher education data, and offers Iowans assistance in obtaining student financial aid and college-related information. Through its role, Iowa College Aid also serves as the state-designated administrator of the U.S. Department of Education's College Access Challenge Grant, which is designed to increase the college-going culture in Iowa. Additionally, Iowa College Aid is the administrator of the Federal GEAR UP Grant, a multi-year state-wide grant which is being used to provide early awareness programming and outreach initiatives to thousands of Iowa's students and families. More information is available at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov).*