



State of Connecticut
Department of Higher Education

News

FOR IMMEDIATE RELEASE

KnowHow2GO College Awareness Campaign Coming this Friday to Meriden & Milford Malls

HARTFORD, August 18 — KnowHow2GOConnecticut, a college awareness campaign conducted by a coalition of state and community agencies, will welcome parents and students to its booths in the Center Courts at the **Westfield Connecticut Post Mall** and **Westfield Meriden Mall** this **Friday, August 22, from 10:00 am. to 6:30 pm.**

KnowHow2GOConnecticut representatives will distribute materials about colleges and financial aid, offer guidance on how parents and middle and high school students can prepare for college, and direct them to helpful resources. Campaign volunteers have teamed up with Westfield Mall officials to offer on-site information to families out shopping for school clothes and supplies during Tax Free Week.

The campaign helps young people, particularly those first in their families to pursue higher education, to navigate the complex process of preparing for college. Studies show that while students realize the benefits of higher education, they often fail to get the help they need to go to college. The KnowHow2GO campaign focuses on 8th to 10th graders and the parents, guardians and adult mentors who help influence their decisions.

The campaign has created four steps that young people should take now to prepare for college:

1. **Be a pain** – in a good way. Let everyone know that you're going to college and need their help.
2. **Push yourself and don't stop.** Working a little harder today will make getting into college even easier.
3. **Find the right fit.** Find out what kind of school is the best match for you and your career goals.
4. **Put your hands on some cash.** If you think you can't afford college, think again. There's lots of financial aid out there.

More information on these steps as well as fun videos and a virtual campus –“KnowHow2GO-U” – are available at www.KnowHow2GOConnecticut.org.

In Connecticut, KnowHow2GO is sponsored by the Connecticut State Department of Education and the Connecticut Department of Higher Education in partnership with several colleges and universities, financial aid organizations and community groups. It is part of a national campaign led by the Lumina Foundation for Education, the American Council on Education and the Ad Council.

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