



**FOR IMMEDIATE RELEASE**  
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## **COLLEGE IN COLORADO HOSTS ANNUAL COLLEGE APPLICATION MONTH DURING OCTOBER**

*Students are encouraged to use [CollegelnColorado.org](http://CollegelnColorado.org) for college application prep and for a chance to win giveaways*

**DENVER-** College In Colorado, a division of the Colorado Department of Higher Education, will again host College Application Month during the month of October. The goal of College Application Month is to provide every graduating high school senior with the preparation and opportunity to apply to college, with the help of the resources available on [CollegelnColorado.org](http://CollegelnColorado.org).

While the focus of College Application Month is primarily on students who are the first in their family to go to college and students who may not otherwise apply to college, participating high schools are encouraged to create a school-wide college-going culture, by including activities for freshmen, sophomores and juniors, and even seniors who have already applied to college.

“Applying for college can be very daunting for any student or parent who is not familiar with the process,” said Dawn Taylor Owens, executive director of College In Colorado. “We have broken down the application process, using the tools and resources available on [CollegelnColorado.org](http://CollegelnColorado.org), so students and parents can prepare throughout the entire month. Our hope is that once they sit down at the computer to apply at the end of October, they will have all the necessary elements to do so successfully.”

To help prepare schools for the event, College In Colorado has provided students and educators with a calendar, timeline, checklist, and much more. As an incentive for students participating in College Application Month, College In Colorado will host a weekly laptop drawing for all students and 10 College “Go Packs” with first year college essentials for seniors. Educators are also encouraged to get involved in College Application Month for their own chance to win two \$400 Ikea School Improvement Gift Card.

College In Colorado’s College Application Month is part of a nationwide college application assistance initiative, which has grown significantly just since 2014, when

it reached 39 states and the District of Columbia, 2,500 schools and 150,000 students—and generated 220,000 college applications. By 2020, American College Application Campaign (ACAC) is projected to reach 90 percent of high schools nationwide and result in the participation of 1.5 million students who otherwise might not have applied for college.

To learn more about College Application Month and for more information about the scholarships and giveaways, go to [CollegelnColorado.org](http://CollegelnColorado.org) and click on the College Application Month logo.

**About College In Colorado:**

College In Colorado was initiated by the Department of Higher Education (DHE), which serves the citizens of the state of Colorado by promoting access to, affordability of, and success in higher education for all students. College In Colorado is charged with helping all Coloradans explore career and education pathways, break down barriers to postsecondary attainment, and create a plan for their postsecondary and workforce success. A cornerstone of the campaign, [www.CollegelnColorado.org](http://www.CollegelnColorado.org), offers a one-stop resource to help students and parents plan, apply and pay for college.###