

FOR IMMEDIATE RELEASE

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**GOVERNOR HICKENLOOPER TO PROCLAIM
APRIL 29 AS COLLEGE FRIDAY**

*All Coloradans are encouraged to show their college spirit
and support students' dreams of higher education on College Friday*

DENVER- In an effort to increase awareness about the importance of higher education and encourage Colorado students to pursue their dreams of college, Governor John Hickenlooper will proclaim Friday, April 29 as College Friday. College Friday was launched by College In Colorado in 2006.

On College Friday, all Coloradans are encouraged to wear apparel from their alma mater or favorite college to work or school to support students on their path to college.

"By 2020, 74 percent of jobs in Colorado will require some form of postsecondary education. Now more than ever it is important for our Colorado students to continue their education beyond high school. As a community, we need to remind our Colorado students that higher education is necessary and achievable, and that we are supporting their future dreams," said Dawn Taylor Owens, executive director of College In Colorado. "College Friday is a fun and easy way to open the door to the conversation about pursuing higher education."

This year, College In Colorado anticipates College Friday will include more than 300,000 participants statewide at businesses, schools and organizations. Any school, business or organization can easily get involved. Event highlights include:

- **Free Chips and Queso:** Visit any [participating](#) Qdoba on College Friday and receive free chips and 2 oz. queso for wearing your college gear. [Learn more.](#)
- **Free Goey Bun:** Visit any [participating](#) Le Peep on College Friday for a free goey bun for wearing your college gear. [Learn more.](#)
- **Photo Contest:** Share your College Friday picture on Facebook, Twitter or Instagram and use the hashtag #CollegeFriday to enter to win one of three \$1,000 gift cards.

In addition to providing incentives for participants, College In Colorado is working with Colorado institutions and local student groups to provide campus visits on College Friday. These visits offer an opportunity to students who may not otherwise get to visit a college campus in person. The visits can be very impactful for students in deciding to go to college and visualizing themselves on a campus.

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 - to improve college access and change expectations about college for all Colorado students. A cornerstone of the campaign, www.CollegInColorado.org, offers a one-stop resource to help students and parents plan, apply and pay for college.

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