

**FOR IMMEDIATE RELEASE**

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**College In Colorado hosts annual College Application Month in October**  
*Students are encouraged to use [CollegeInColorado.org](http://CollegeInColorado.org) for college application prep and to participate in prize giveaways*

DENVER – Sept. 26, 2016: College In Colorado, a division of the Colorado Department of Higher Education, will again host [College Application Month](http://CollegeApplicationMonth.org) during the month of October. The goal of College Application Month is to encourage every graduating high school senior to apply to college with the help of the resources available on [CollegeInColorado.org](http://CollegeInColorado.org).

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

“This year we’re kicking off the month early so students can be ready when the new Free Application for Federal Student Aid (FAFSA) window opens on Oct. 1,” said Dawn Taylor Owens, executive director of College In Colorado. “We have broken down the application process, using the tools and resources available on [CollegeInColorado.org](http://CollegeInColorado.org), so students and parents can prepare and participate in daily activities from Sept. 26 through Nov. 6. 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 provides students and educators with a calendar, timeline, checklist, and much more. As an incentive for students participating in College Application Month, College In Colorado is giving away weekly prizes that include laptops, \$500 scholarships and 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 a \$250 IKEA gift card.

To learn more about College Application Month, visit <http://www.ciccollegeappmonth.org/>.

**About College In Colorado:**

College In Colorado was initiated by the Department of Higher Education, 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.CollegeInColorado.org](http://www.CollegeInColorado.org), offers a one-stop resource to help students and parents plan, apply and pay for college.

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