

**FOR IMMEDIATE RELEASE**

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**Gov. Hickenlooper Proclaims April 21 as College Friday**

*Coloradans are encouraged to show their college spirit and support students' decision to continue their education beyond high school*

DENVER, April 12, 2017: To increase awareness about the importance of higher education and encourage Colorado students to continue their education—whether at a college, university or through a certificate program— Gov. John Hickenlooper proclaims Friday, April 21 as College Friday. College Friday was launched by College In Colorado in 2006. [Read the proclamation.](#)

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

“This is a fun day with an important message. We want every student thinking about their academic journey beyond high school,” said Colorado Department of Higher Education Executive Director Kim Hunter Reed. “To participate in the knowledge economy, students must go higher.”

By 2020, 74 percent of jobs in Colorado will require some form of postsecondary education. Only about 53 percent of Colorado adults have a degree or certificate, and that number is much lower for our minority and rural populations.

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 Chocolate Chip Cookie:** Visit any [participating](#) Illegal Pete’s on College Friday and receive a free chocolate chip cookie for wearing your college gear. [Learn more.](#)
- **Free Goopy Bun:** Visit any [participating](#) Le Peep on College Friday for a free goopy bun for wearing your college gear. [Learn more.](#)
- **Photo Contest:** Post College Friday pictures tagging @957the party, @alice1059 and @ks1075, along with #CollegeFriday and #edcolo, for your chance to win a \$1,000 gift card, and visit the [KYGO website](#) and [KOSI website](#) for your chance to win a Microsoft Surface Pro!

**About College In Colorado:**

[College In Colorado](#) was initiated by the Colorado Department of Higher Education (CDHE) – 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.

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