



FOR IMMEDIATE RELEASE

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College In Colorado hosts annual College Application Month in October

Students are encouraged to use CollegInColorado.org for college application prep and to participate in prize giveaways

DENVER – Oct. 11, 2017: College In Colorado, a division of the Colorado Department of Higher Education, is again hosting [College Application Month](#) throughout the month of October. The goal of College Application Month is to encourage every graduating high school senior to complete the Free Application for Federal Student Aid (FAFSA) and at least one postsecondary application with the help of the resources available on [CollegInColorado.org](#). Applications may be to a two-year, four-year, military or occupational/technical institution.

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.

“We know the application process can be intimidating, so we’re providing multiple College Application Month activities and resources to help break down and smooth out the process,” said Julia Pirnack, director of College In Colorado. “Despite the clear evidence of economic and societal benefits, only 55 percent of the adult population in Colorado has a degree or certificate, and only 49 percent have an associate or higher degree. Partnering with schools and helping students understand their options will help every Coloradan reach their full potential.”

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, tablets, \$500 scholarships and an Amazon Echo.

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

About College In Colorado:

College In Colorado was initiated by the Colorado Department of Higher Education (CDHE), which serves 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.

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