



## FOR IMMEDIATE RELEASE

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### **Gov. Hickenlooper recognizes May 4 as College Friday**

*Coloradans wear gear from their alma mater to show their college spirit and encourage young people to reach higher*

DENVER, May 2, 2018: Gov. John Hickenlooper issued a proclamation noting Friday, May 4 as College Friday, a statewide campaign that celebrates the importance of higher education and encourages Colorado students to reach higher—whether they pursue a certificate, two-year or four-year degree. [Read the proclamation.](#)

On College Friday, Coloradans are encouraged to wear apparel from their alma mater or favorite college to support students on their path to postsecondary success. The campaign was launched by College In Colorado in 2006.

“This is a fun day with an important message. We want every student preparing for their academic journey beyond high school,” said Colorado Department of Higher Education Executive Director Dr. Kim Hunter Reed. “To participate in the knowledge economy, students must reach beyond a high school diploma. Today we want every student to know there’s a path for them to get there.”

By 2020, 74 percent of jobs in Colorado will require some form of postsecondary education, making Colorado’s demand for college-educated adults fifth highest in the nation. Research from the Colorado Workforce Development Council shows that 97 percent of Colorado high growth, in-demand jobs that pay a living wage require education or training beyond high school.

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

- **Mascots on the 9News Morning Show:** College and university mascots will join Dr. Reed in the 9News backyard on College Friday.
- **Photo Contest:** Post College Friday pictures tagging #CollegeFriday and #edcolo for a chance to win great prizes.
- **Resources:** View and share [promotional materials](#) such as toolkits, fliers and newsletter content.

### **About College In Colorado:**

[College In Colorado](#) was initiated by the Colorado Department of Higher Education (CDHE) – which advocates, develops policies and supports students to maximize higher education opportunities for all. Their mission is guided by the belief that every Coloradan should have an education beyond high school to pursue their dreams and improve Colorado communities. 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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