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**MEDIA ADVISORY**

**“KnowHow2Go” College Campaign Kicks Off Friday in Ruston**

BATON ROUGE, La. – This Friday, April 23, about 500 middle and high school students from across Louisiana will be the first to hear about a website, [www.knowhow2golouisiana.org](http://www.knowhow2golouisiana.org), designed to help them prepare for and attend college.

“We know students are more tech-savvy than ever before and that they get most of their information online. That’s why we created this website so that students can go to one place and find information about the core subjects they need to take to get into college, ACT and SAT testing, financial aid, admissions standards, internships, TOPS and more,” said Commissioner of Higher Education Sally Clausen.

The kick-off “KnowHow2Go” demonstration will be presented this Friday, April 23, between 10 a.m. and 3 p.m., at the Ruston Civic Center, 401 N. Trenton Street, Ruston, LA, during the LA GEAR Up Statewide Explorer Club conference for eighth through 12<sup>th</sup> graders. KnowHow2Go officials and local students will be available for media interviews.

LA GEAR UP is part of Regents’ coordinated efforts designed to increase college awareness, readiness and enrollment among students statewide. LA GEAR UP provides a variety of college awareness and readiness activities, including summer enrichment camps and on-campus college and career fairs.

The “KnowHow2Go” initiative is funded through a national College Access Challenge Grant to the Board of Regents. Louisiana is the 15<sup>th</sup> state to participate nationally in partnership with the American Council on Education, the Lumina Foundation for Education, and the national Ad Council.