

KnowHow2GO

Tampa Bay

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KnowHow2GO Tampa Bay to Hold ‘Pep Rally’ at University Mall
Interactive games and guest speakers will highlight the four steps to college

TAMPA, Fla. –KnowHow2Go Tampa Bay will hold a College Pep Rally at the University Mall on June 27th between 12-3:00 p.m. The event will emphasize four steps students need to take to go to college through a variety of different activities and speakers. Students from community youth agencies will participate in the event. The event is open to the public. Participants should enter the south mall entrance located near Anna’s Linens.

“We’ve created some exciting activities and contests for students to learn four steps to prepare for college,” said Project Director Catherine Batsche. To go along with the pep rally theme, cheerleaders, college mascots, a step team, and much more are scheduled. A local DJ will play music and emcee the event.

Four stations will be set up with activities relating to each of the Four Steps featured in KnowHow2Go Tampa Bay. At each station, students will be given tickets for drawing to win a variety of prizes. These include: Tampa Bay Rays tickets, USF football tickets, gift cards and more.

The College Pep Rally will feature local dignitaries who will talk about the importance of doing well in school and achieving their college aspirations. Guests scheduled to attend are USF President Judy Genshaft, the Superintendent of Hillsborough County Schools Mary Ellen Elia, HCC Vice President of Student Services Dr. Kenneth Ray, and USF football team kicker Delbert Alvarado. In addition, University of South Florida and Hillsborough Community College Admissions and Financial Aid representatives will be on hand to answer questions from students and parents.

The pep rally will be used to launch a summer contest for area youth groups who can compete for prizes for the best creative projects that express the KnowHow2Go themes. The winners will be announced in August, 2008 and will receive iPods as prizes.

The KnowHow2GO campaign helps young people – particularly low-income students and those who are the first in their families to pursue higher education – navigate the complex process of preparing for college.

For more information about the campaign, visit www.KnowHow2GoTampaBay.org or call 813-974-6429.

Big dreams and good grades aren’t enough to get into college. KnowHow2GO is a national public service campaign designed to inform young people about the actual steps they need to take to make their college dreams a reality. The campaign includes television, radio, print, outdoor, and interactive advertising. It is sponsored nationally by Lumina Foundation for Education, the American Council on Education and the Ad Council.

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