

KnowHow2GO

Tampa Bay

FOR IMMEDIATE RELEASE
June 2, 2008

Contact: Andrew Gallo
Communications Specialist
Email: Agallo@fmhi.usf.edu

KnowHow2GO Tampa Bay Challenges Students to Take the ‘Tough’ Classes

New PSAs encourage students to “Push yourself” in school

TAMPA, Fla. –KnowHow2Go Tampa Bay is joining the Lumina Foundation for Education, the American Council on Education and the Ad Council for the second year of the KnowHow2GO college access campaign. The new series of public service announcements (PSAs) will entertain and empower young people to face their academic fears head-on, as they would any challenge.

The new PSAs focus on Step 2 of the campaign. Step 2, push yourself, encourages students to take rigorous classes in high school to meet college entrance requirements. Not only does this step encourage student to take honors, dual enrollment and Advanced Placement classes, it encourages them to participate in civic or other extracurricular activities to acquire a well-rounded education.

“Research has shown that low-income and first-generation students have high aspirations for college,” said KnowHow2GO Tampa Bay Project Coordinator Anh-Kay Pizano. “However, they do not have easy access to information on the steps they need to take to better prepare for college.”

The new series of television and radio PSAs feature warrior characters embodying “Algebra II,” “Biology” and “Foreign Languages” who challenge students to take tough classes. Print and outdoor ads will feature boxing gloves and punching bags to motivate students to take on tough challenges. The web PSAs (viral videos) use humor to communicate the message that preparing for college means taking tough classes.

“The college admissions process has never been more competitive. Today, colleges are really looking at which students are truly prepared,” said Rob Feakins, chief creative officer of Publicis New York. “The ‘Tough’ campaign makes a somewhat intimidating and stressful message more attention getting and light-hearted.”[F1]

In addition, a new virtual, interactive campus tour, KnowHow2GO-U, allows students to explore a college campus at their own pace in an interactive and fun environment (www.KnowHow2GO.org/campustour).

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 additional 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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