

SCHOLARSHIP CONTEST

CONTEST PROMPT

Tell California leaders why you and your peers are one in a million and why they should support college opportunity to help you reach your college dream.

WRITTEN WORD • POSTER • TV AD

I'm one in a million

ONE MILLION MORE COLLEGE DEGREES
FOR CALIFORNIA BY 2025



California needs 1,000,000 additional college graduates by the year 2025 in order to meet our state's workforce needs. *Each student who successfully completes college is "one in a million."*

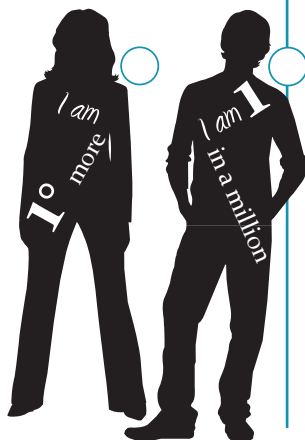
The Campaign for College Opportunity is proud to sponsor the **One in a Million** scholarship contest. The contest invites all currently enrolled college students in California to:

Tell California leaders why you and your peers are one in a million and why they should support college opportunity to help you reach your college dream.

A minimum of 20 scholarships ranging from \$500 to \$1,000 will be awarded throughout California.

By participating in the **One in a Million** scholarship contest, you will:

- *Share your voice* about reaching your college dream.
- *Increase the awareness* of the importance of ensuring that we produce one million more college graduates by 2025.
- *Help to make college access and success a priority* among policymakers and higher education leaders.



Contest Deadline

June 30, 2010

Contest Categories

You may submit one entry per category.

WRITTEN WORD

Submit 400 words (or less) in any written format (essay, letter, poem, story, etc.)

POSTER

Create an 11" by 17" poster. Answer the contest question by drawing, painting, computer graphics, or other means of illustrating your message. Please do not use 3D materials.

TV AD

Submit a 30-second (or less) TV ad on CD or DVD format only. You may enter this category as an individual or group (up to 4 students). The award will be split among all contributors.

How do I enter?

All currently enrolled college students in California are eligible to enter. You may submit your entry online at www.collegecampaign.org or mail your entry to: Contest Entry | 900 Wilshire Boulevard, Suite 924 | Los Angeles, CA 90017.

What if I have questions?

Please contact Maria Luisa Figueroa at 800-459-9586 or marialuisa@collegecampaign.org with any questions regarding the scholarship contest.

The Campaign for College Opportunity

The Campaign for College Opportunity is a California nonprofit created to ensure that the next generation of Californians has the chance to go to college and succeed.

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The Campaign for
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