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April 12, 2004 12:15 PM US Eastern Timezone

The CollegeBound Network Searches for Two Stand-Out Students to Receive \$5,000 Scholarships

NEW YORK--(BUSINESS WIRE)--April 12, 2004--The CollegeBound Network announces the launch of its eighth annual Student of the Year Scholarship Contest with BIG news -- this year's scholarship has grown to \$5,000, thanks to its major partner, Chela Education Financing. Along with this extra cash, winners will receive prizes, including a personal computer.

The national scholarship encourages students to write and dream of their futures, while giving them an opportunity to reflect on the importance of attending college. In addition to submitting an application and transcript, they must also complete an essay: "You're writing your autobiography...Share the chapter entitled 'My College Years.'"

This competition coincides with the release of CollegeBound Teen Magazine's 2004 National Spring Edition, which reaches over 725,000 college-bound students across America, providing them with free, valuable college-prep resources.

Entries must be received by May 14, 2004. Two grand-prize winners will be announced on July 2, 2004. Winners will each receive a \$5,000 scholarship from Chela Education Financing; a personal computer; K-Swiss Classic(TM) shoes, K-Swiss apparel, athletic bag, CD holder, key chain, and sport towel; a gift basket filled with an N.Y.C. New York Color hat, T-shirt, and \$25 worth of cosmetics; full-length Princeton Review classroom or online prep course for the SAT or ACT; and Peterson's Essay Edge "College Grand Service." Twenty-five runners-up will receive an N.Y.C. New York Color gift bag, K-Swiss Classic(TM) shoes and a K-Swiss T-shirt; Peterson's 2004 Undergraduate Guide to Four-Year Colleges; and The Princeton Review's Cracking the SAT or Cracking the ACT book and CD.

Sponsors are American Apparel, Chela Education Financing, H&M, Hot Kiss, K-Swiss, Jones Soda, La Femme, Mecca, N.Y.C. New York Color, Office of National Drug Control Policy/Partnership for a Drug Free America, Peterson's, Playtex, and The Princeton Review.

Students can enter at CollegeBound.net, or apply by sending a SASE to Student of the Year, 1200 South Avenue, Suite 202, Staten Island, NY 10314.

About The CollegeBound Network

Since 1987, The CollegeBound Network has worked in partnership with America's colleges and universities, Fortune 1000 companies, military branches, and leading educational companies to help students achieve their academic and lifestyle goals. The CollegeBound Network's suite of products include CollegeBound Teen Magazine, eight sites within CollegeBound.net, StudentPak Direct Mail, and CollegeBound Email NewsFlash.

Contacts

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