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OGSLP NewsFlash - Cash for College Update

Cash for College's "Bottom of the Backpack" Commercial Airing on a Cable Station Near You!

A new "Cash for College" commercial titled "Bottom of the Backpack" has begun airing on cable stations around the state. The spot targets parents of high school students. The message is simple: "Your child has received, or will soon receive, college preparation materials. Parents, if you'd like to see the preparation materials, give us a call." To view the commercial spot, click here to link to the ["Cash for College" Web site](#). (On the CFC Web site, click on the link under the "flash" box.)

"The commercial is currently airing on 59 cable markets and we continue to build an informal network of cable companies to ensure maximum coverage around the state," says Rick Edington. Click here to view a list of covered areas and start dates. This commercial follows our earlier "FAFSA" spot that aired this spring encouraging high school seniors to complete the FAFSA as soon as possible. Our final 2006 campaign targeted at adult learners will be released later this year.



Viewers can request additional information by calling a toll-free phone number or by visiting the ["Cash for College" Web site](#). A "Cash for College" brochure is also available as a companion piece to these commercials to reinforce that financial aid is available for Oklahomans pursuing a postsecondary education.

Communications
OGSLP
P.O. Box 3000
Oklahoma City, OK 73101-3000

gslcommunications@ogslp.org
www.ogslp.org