

## Kushlis, Jennifer

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**From:** KnowHow2GO [news@knowhow2go.org]  
**Sent:** Wednesday, July 30, 2008 11:51 AM  
**To:** Kushlis, Jennifer  
**Subject:** KnowHow2GO Updates for Students

# KnowHow2GO | Insider

**MAY 2008**

## KnowHow2GO Gets "Tough"

New [KnowHow2GO](#) ads will arrive at TV and radio stations near you any day now! The ads feature "tough" characters representing [Algebra II](#), [Biology](#) and the [Foreign Languages](#) – all classes that colleges require for admission. These characters appear in a cage-match setting and challenge students like you to take them on.

Check out the ads – and the hilarious videos we created for each "tough" character – at [www.KnowHow2GO.org](http://www.KnowHow2GO.org). You can view the ads, share them with your friends and mentors and read more about your favorite "tough" characters.



If you're feeling really brave, you can add the videos or links to your blog, Web site or social networking page. You can do that using the videos posted on the KnowHow2GO YouTube Channel: <http://youtube.com/KnowHow2GO>.

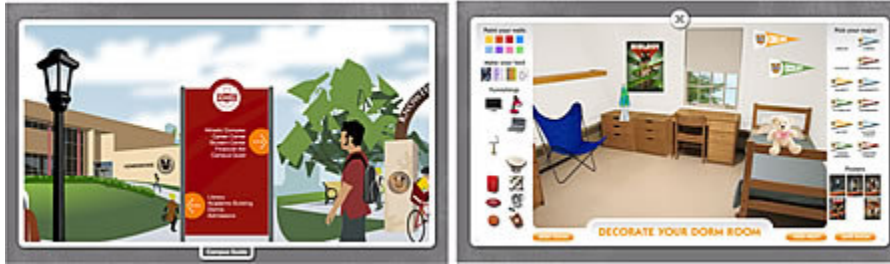


## KnowHow2GO-U – Take the Tour and Tell Us How It Went

[KnowHow2GO](#) invites you to check out a college campus without ever leaving home or school! [KnowHow2GO-U](#) may not be real (and can't accept your application), but its buildings are jam-packed with activities and information to get you closer to becoming a real college student. To wander around the campus or take a guided tour, go to: [www.KnowHow2GO.org/campustour](http://www.KnowHow2GO.org/campustour).

While you're on campus, decorate your dorm room, pick up some financial aid forms and play the

soccer game in the athletic complex. And be sure to tell your friends about this new, fun way to prep for college. Then, tell us what you think about [KnowHow2GO-U](http://KnowHow2GO-U) by sending an e-mail to [news@KnowHow2GO.org](mailto:news@KnowHow2GO.org).



## Friend the "Tough" Characters and Join Our Fan Page

[KnowHow2GO](http://KnowHow2GO) challenges you to take on the tough classes and encourage your friends to do the same. Here are a few suggestions to help you spread the word through MySpace, Facebook and YouTube:

### MySpace

- Add [Algebra II](#), [Biology](#) and the [Foreign Languages](#) as friends, and then add them to your top friends list.
- Write a bulletin post encouraging your friends to take the [KnowHow2GO-U](#) tour.
- Post the [ad](#), [viral videos](#) and "tough" character images on your personal page – and encourage your friends to do the same.

### Facebook

- Invite friends to become fans of [KnowHow2GO to College](#).
- Post the [ad](#), [viral videos](#) and "tough" character images on your personal page – and encourage your friends to do the same.
- Send a message to all of your friends encouraging them to take the [KnowHow2GO-U](#) tour.

### YouTube

- View and rate the [ad](#) and [viral videos](#) – and encourage your friends to do the same.
- Share the [KnowHow2GO Channel](#) and individual videos links with your friends.

If you belong to other social networks, think creatively about how to get the friends you have there excited about going to college!

## The "Tough" Classes

Are you tough enough? Find out by visiting [www.KnowHow2GO.org/toughclasses](http://www.KnowHow2GO.org/toughclasses). There, you can find a list of the classes your state considers "tough." These classes are required for high school graduation or college admission. It's a good idea to print this list and take it with you to school. Show the list to a teacher or counselor and ask if the classes you're taking are putting you on the right track to college.

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