

KnowHow2GO | Insider

JANUARY 2008

Mark Your Calendar

Many of you have asked about our campaign plans for this year. We appreciate your eagerness to localize and promote national KnowHow2GO activities. Currently, there are two important activities to be aware of. Both are due to be completed in March 2008.

1. The release of new TV, radio and outdoor public service advertisements (PSAs)
2. The unveiling of KnowHow2GO-U, our virtual campus tour

Once the PSAs and virtual tour go live, we will make them available for your use. If you have any questions about these or other upcoming activities, e-mail us at partnerhelp@KnowHow2GO.org.

Happy Anniversary to KnowHow2GO!

On January 17, 2007, KnowHow2GO's signature paper airplane was plastered on the pages of *USA Today*. The campaign launched nationally and Ad Council distributed [TV, radio and outdoor PSAs](#) to stations and vendors throughout the country. We had formed coalitions in six states: [California](#), [Illinois](#), [Indiana](#), [Massachusetts](#), [Nebraska](#) and [Ohio](#). And we were just beginning to reach out to student-focused organizations.



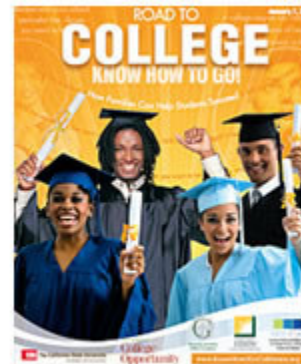
Since then, the PSA campaign has earned \$51 million in donated space and airtime. PSAs have rotated on CNN, AOL Instant Messenger and in popular malls. We're now working with coalitions in 15 cities and states including: Los Angeles, Tampa, Connecticut, Iowa, Kentucky, [Montana](#), Tennessee, Washington and [Wisconsin](#). We've also joined forces with the [YMCA of the USA](#), regional [Boys & Girls Clubs of America](#), the [United Negro College Fund](#) and the [Congressional Hispanic Caucus Institute](#). This month, we're kicking off a partnership with 15 [Westfield Shopping Centers](#) that serve our target demographic. We also recently upgraded our Web site with virtual hosts from the National College Advising Corps.

We look forward to the new opportunities of 2008. Thanks for making our first year so successful!

KnowHow2GO in La Opinion

[La Opinion](#), the daily newspaper for the Hispanic community in Los Angeles, asked our partners in California to create a college prep supplement for parents. The supplement, which included content from the [Campaign for College Opportunity](#) (CCO) and the Southern Collaborative for College Access (SCCCA), was included in the paper's January 7 issue. Click [here](#) to download the supplement in English.

Congratulations to KnowHow2GO partners Michele Siqueiros of CCO and Alison De Lucca of SCCCA on this creative and informative piece!



Coming Soon

KnowHow2GO Teams Up with 15 Westfield Shopping Centers

In the next few months, KnowHow2GO PSAs and materials will be available in 15 Westfield Shopping Centers across the country. These shopping centers were selected for their service to low-income students and their families, and for their location in [KnowHow2GO states](#). Look for KnowHow2GO in the following shopping centers:

- [Fox Hills, CA](#)
- [MainPlace, CA](#)

- [Plaza Bonita](#), CA
- [Plaza Camino Real](#), CA
- [West Covina](#), CA
- [Connecticut Post](#), CT
- [Meriden](#), CT
- [Trumbull](#), CT
- [Broward](#), FL
- [Westland](#), FL
- [Louis Joliet](#), IL
- [Gateway](#), NE
- [Belden Village](#), OH
- [Southcenter](#), WA
- [Vancouver](#), WA

If you're interested in working with a mall near you, e-mail us at partnerhelp@KnowHow2GO.org for tips on reaching out and building a successful partnership.

KnowHow2GO Launches in Connecticut

KnowHow2GOConnecticut will launch on January 17 under the leadership of the [Connecticut Department of Education](#) and the [Connecticut Department of Higher Education](#). The launch will feature events at four sites, the unveiling of their state-specific Web site – www.KnowHow2GOCT.org – and special hand-outs. Look for a full write-up in next month's newsletter.

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