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College Scholarship Program Registration Continues

*Scholarship Gives 30 Iowa High School Seniors Chance at \$2,000,
Educates Them on College Borrowing and Personal Finance*

WEST DES MOINES, IOWA (Jan. 18, 2017) — Iowa high school seniors still have time to register for the Iowa Financial Know-How Challenge: Senior Scholarship. The program gives participants a chance to receive \$2,000 for college while learning important financial literacy skills. In addition, each recipient's high school will receive a corresponding \$500 award.

High school seniors planning to attend college this fall may register for the Iowa Financial Know-How Challenge: Senior Scholarship until 4 p.m. on Friday, Feb. 17 at **www.iowaStudentLoan.org/SeniorScholarship**. Iowa Student Loan® will award \$2,000 scholarships to 30 students who complete two online financial literacy tutorials and score highest on a related assessment. Registered students also receive emails highlighting financial literacy tips, such as the importance of early career and college planning and ways to reduce student loan indebtedness.

After registering for the scholarship, students receive emailed instructions for completing three online components. The two tutorials — Student Loan Game PlanSM and the ROCI Reality Check — were developed by Iowa Student Loan. A related multiple choice assessment will check students' understanding of the concepts in the tutorials.

The tutorials are designed to help students understand the consequences of college borrowing and discover how to maximize their return on college investment, or ROCI.

Hailey Gross, a 2015–2016 scholarship recipient and a 2016 graduate of West Central Valley High School, said, “This scholarship . . . will decrease the amount of any loans I may have to get and it will help me

pay for my post-secondary education at my dream school.”



Hailey Gross, a recipient of a 2015–2016 Iowa Financial Know-How Challenge Senior Scholarship, is recognized by Gov. Terry Branstad and Iowa Student Loan board chair Chris Hensley.

The 30 high school seniors who score highest on the assessment test will each receive a \$2,000 scholarship sent directly to their colleges in fall 2017. If top-scoring students tie, those students will be asked to write and be judged on a short essay so winners can be determined.

Each scholarship recipient’s high school will also receive a corresponding \$500 award to be used toward scholarship and financial literacy programs.

“We hope the school award component will enable administrators to enhance their financial literacy programs for their students,” said Steve McCullough, president and CEO of Iowa Student Loan.

The Iowa Financial Know-How Challenge: Senior Scholarship is open to legal U.S. citizens who are permanent residents of Iowa; are seniors at an Iowa high school during the 2016–2017 school year; and attend college in fall 2017. It is a no-purchase-required program, and full rules and details are available at www.iowaStudentLoan.org/SeniorScholarship.

Learn More

Students, parents and educators who are interested in learning more about the Iowa Financial Know-How Challenge: Senior Scholarship should visit www.iowaStudentLoan.org or email scholarship@studentloan.org.

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About Iowa Student Loan

Established in 1979 as a private, nonprofit organization, Iowa Student Loan helps Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 392,500 students pay for college. The organization, based in West Des Moines, Iowa, also provides an array of borrower benefits, financial literacy tools and community reinvestment programs, including support for free college planning services for students and their families. For more information about Iowa Student Loan, visit www.IowaStudentLoan.org.