



**FOR RELEASE: MONDAY, JANUARY 19**

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**Registration Opens for College Scholarship Program**

*Scholarship Gives 20 Iowa High School Seniors Chance at \$1,500,  
Educates Them on College Borrowing and Personal Finance*

WEST DES MOINES, IOWA (Jan. 19, 2015) — Registration is open for a scholarship that gives Iowa high school seniors a chance to win \$1,500 for college while learning important financial literacy skills.

High school seniors may register for the Iowa Financial Know-How Challenge: Senior Scholarship at [www.iowaStudentLoan.org/SeniorScholarship](http://www.iowaStudentLoan.org/SeniorScholarship) between now and Feb. 22. Iowa Student Loan® will award \$1,500 scholarships to 20 students who complete two online financial literacy tutorials and score highest on a related assessment. As part of the scholarship process, students who register before Feb. 7 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. Two tutorials — Student Loan Game Plan<sup>SM</sup> and the ROCI Reality Check — were developed by Iowa Student Loan to help students understand the consequences of college borrowing and discover how to maximize their return on college investment, or ROCI.

“Iowa Student Loan’s tools helped me to understand where the [student loan] money was going and what was going to happen to it,” said Christopher Hanson, one of last year’s scholarship winners and a graduate of Clarke Community High School in Osceola. “The easy tips the tools provided helped me save money to better pay off my loans.”

A related multiple choice assessment will check students' understanding of the concepts in the tutorials. The 20 high school seniors who score highest on the assessment test will each receive a \$1,500 scholarship sent directly to their colleges in fall 2015. If top-scoring students tie, tied students will be asked to write and be judged on a short essay so winners can be determined.

"We had great participation in the inaugural scholarship program last year," said Steve McCullough, president and CEO of Iowa Student Loan. "Our goals are to give students important information about how to minimize college debt before they ever take out that first loan and to recognize the seniors who demonstrate their understanding of these concepts."

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 2014 – 2015 school year; and attend college in fall 2015. It is a no-purchase-required program, and full rules and details are available at [www.iowaStudentLoan.org/SeniorScholarship](http://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](http://www.iowaStudentLoan.org) or email [scholarship@studentloan.org](mailto:scholarship@studentloan.org).

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### **About Iowa Student Loan**

Since 1981, Iowa Student Loan, a private, nonprofit organization, has helped Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 375,000 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](http://www.iowaStudentLoan.org).