

PRESS RELEASE



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THE CAMPAIGN FOR COLLEGE OPPORTUNITY LAUNCHES NEW WEBSITE – WWW.COLLEGECAMPAIGN.ORG

(Oakland and Los Angeles, CA) - The Campaign for College Opportunity has launched a new website (<http://www.collegecampaign.org>) to get the word out on the growing problem of college access in California. The Campaign, a nonprofit organization, devoted to ensuring that the next generation of Californians has the chance to go to college as promised by the 1960 Master Plan of Higher Education, was co-founded by the California Business Roundtable, the Mexican American Legal Defense and Educational Fund, and the Community College League of California.

Some of the website's highlights include:

- An "About Us" section, with information on the Campaign and why it was formed, biographies of the Campaign's staff and board of directors, and a list of the Campaign's supporters.
- An "Outreach" section, focused on the Campaign's current Statewide College Opportunity Listening Tour being conducted right now to raise

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public awareness about the crisis in higher education in individual communities, and solicit ideas for solutions.

- A “Facts” section, which includes stories from today’s students and the problems they are facing in California’s colleges and universities. Also, included is a research library with several downloadable documents, including recent research studies and a copy of the 1960 Master Plan of Higher Education.
- A “Students” section, with links to sites that provide information on how to get into and complete college.
- A “Solutions” section, which explains the Campaign’s three-part solution to meet the expected growth in enrollment in higher education in California.
- And a “Press Room,” which includes copies of the press releases and some of the press coverage on the Campaign.

If you would like more information on the website, or would like to receive the Campaign’s e-mail newsletter, contact Elisa Bongiovanni, Communications Director, at 510-645-1362 or elisa@collegecampaign.org.

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