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USING SMART SAVINGS STRATEGIES IN A DOWN ECONOMY, STUDENTS CAN PICK THEIR COLLEGE AND ATTEND IT TOO

*—Free Report Reveals Why College Costs are Rising During Our Economic Crisis and
What Families Can Do to Battle Breaking Their Budgets—*

Littleton, CO (April XX, 2009) – Around the country, in small towns and big cities alike, families are gathering around their kitchen tables struggling to figure out how, as higher education costs continue to rise, they can possibly afford to send their children to college. Thanks to a free report from Reduce My College Costs, that struggle just got a little easier.

Entitled *Today's Pressures Impact Tomorrow's Students: Three Ways You Can Fight Back and Cut the Cost of College*, the report is available free of charge to parents of college-bound students simply by visiting www.reducemycollegecosts.com.

Marc Hill, founder of Reduce My College Costs and a college financial planner with over a decade of experience, said he was inspired to write the report after spotting some startling trends in college admissions policies in the wake of our nation's current economic crisis.

“Businesses across the country, including colleges and universities, have been hit hard by the financial crunch. With rising costs, slashed state budgets, dwindling endowment funds, virtually non-existent alumni contributions and increased applications, colleges are left with one option – change the game entirely,” says Hill. “But despite that bad news, the good news is that families can still play the college financial aid game and win, if they employ some smart strategies.”

Hill, who gave up his financial planning practice to found Reduce My College Costs after witnessing clients scrimp and save for college only to discover they couldn't afford the overpriced bill from their child's college of choice, outlines in the report:

- Three ways colleges are changing the admissions game to survive the economic crisis and how those changes impact families.
- The little-known fact that not everyone pays the same rate for the same college, and how families can easily and legally work the system to avoid paying more than their fair share of college costs.

- The importance of understanding the “Freshman Class Profile” for each university a college-bound student is considering. These vital statistics help determine whether a student will be able to compete in the classroom and provide insight into the competitiveness of financial aid awarded.
- How colleges reach enrollment goals through freshman class admission criteria and how understanding this process can help parents place their child more than a few steps ahead of the thousands of other hopeful applicants.

“During this recession, so many students are doing all the right things academically and want so badly to further their education, but fear their parents can’t afford it. And so many parents worry that, with their education savings now decimated by the economic downturn, their children’s fears may be reality,” says Hill. “This report shows families how they can achieve their college dreams without breaking the bank and without being saddled with crushing debt for years to come.”

Parents who sign up for the free report will also receive “FAFSA Basics: How the Government Determines Your ‘Fair Share’ of College Costs” – a free online presentation from Reduce My College Costs that guides families through the Free Application for Federal Student Aid (FAFSA) process in a manner that maximizes college cost savings.

About Reduce My College Costs

For more than a decade, Marc Hill, CCPS, RFC®, CCFC, CAFC has helped families achieve their college dreams. With four children - two who have graduated college, one currently in college and one on the way - Marc intimately understands both the financial and emotional concerns involved in sending a child to college. He transitioned into college planning after years of experience within a broader-based investment practice after encountering first-hand the ripple effect that improper college planning had on the financial lives of families. Marc created Reduce My College Costs to be a little different. The company is not a scholarship search firm, nor a student loan lender. The staff at Reduce My College Costs is well-versed in the financial aid process, but know that not everyone is eligible for financial aid. So, the company takes a broader approach - identifying a variety of solutions that will make college more affordable for people at all income and asset levels.

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