



The College Board and CollegeWeekLive Offer *Destino Universidad*, a Series of Five Free Online Events for Hispanic Families

Virtual Town Halls at www.CollegeWeekLive.com Will Provide Video Presentations On Planning and Paying for College

NEW YORK — The College Board, a leading education nonprofit organization that connects students to college success and opportunity, in collaboration with [CollegeWeekLive](http://CollegeWeekLive.com), a leading provider of virtual college admissions events, is pleased to announce a series of five free online town halls called *Destino Universidad* (Destination: College) designed to help Hispanic students and their families to prepare, pay for and successfully complete college.

These online bilingual events will take place on Tuesday, February 26th, Thursday, March 14th, Tuesday, April 16th, Wednesday, May 2nd, and Wednesday, June 12th and will provide access to college admissions advice through streaming video presentations and live chat. The online events will address higher education topics of special relevance to Hispanic families who may not have experience with the college application process or may not be aware of college financing options. Students and their families are invited to login in to participate in the first event on Tuesday February 26th beginning at 5:00 PM Eastern.

"Our goal is to help Hispanic students and their parents understand the process for getting accepted and admitted to college, and what steps are needed to earn a degree," said Peter Negroni, senior vice president at the College Board. "Extending our successful town hall series virtually through [CollegeWeekLive](http://CollegeWeekLive.com) will ensure that more students have easy access to information on college admission procedures, financial aid, and course planning."

Destino Universidad, or Destination College, is a collaborative effort among universities, colleges, school districts, community-based organizations and media outlets to provide Hispanic families with college planning resources that promote a college-going culture. As a leading College Board media partner, Univisión will be creating awareness of this series through various promotional channels tied to its education campaign *Es el momento*. By leveraging CollegeWeekLive's market-leading virtual admissions event platform, the College Board is able to extend its reach to many more families with live presentations than ever before. The [agenda](#) for the February 26th online town hall will feature simultaneous presentations in Spanish and English:

All times Eastern

5:00 – 6:00 PM

Ayuda Financiera: Información Para la Familia *Financial Aid Basics: What Students Need to Know*

6:00 – 7:00 PM

Empieza a Preparárte Ahora *Get College Ready Now*

7:00 – 8:00 PM

Introducción a las Admisiones Universitarias *Admissions 101*

Both the College Board and CollegeWeekLive are committed to providing greater access to higher education for all. "We are honored to be partnering with the College Board, an undisputed leader in college readiness, to host this series of college admissions events tailored specifically to the needs of Hispanic students and their families," said Robert Rosenbloom, CEO and president of CollegeWeekLive.

If you would like to [register for free](#) for *Destino Universidad*, please visit [CollegeWeekLive](http://CollegeWeekLive.com). If you have questions, please contact Support(at)CollegeWeekLive(dot)com. Colleges interested in participating should contact Exhibit(at)CollegeWeekLive(dot)com or 617.938.6023.

ABOUT THE COLLEGE BOARD

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT® and the Advanced Placement Program®. The organization also serves the education community through research and advocacy on behalf of students, educators and schools. For further information, visit www.collegeboard.org.

ABOUT COLLEGEWEEKLIVE

[CollegeWeekLive](http://CollegeWeekLive.com)™ is the leading channel where students and colleges meet online. More than 1,200,000 students from 192 countries rely on CollegeWeekLive to help navigate college admissions. This live channel provides unprecedented access to expert presentations and enables students to have unscripted conversations with hundreds of colleges.

Students turn to CollegeWeekLive to gain insights from current students, admission representatives, and leading experts, whether they

are narrowing their choice of schools or making post-admission decisions. Through live text and video chats, students, parents, and counselors engage directly with colleges at every stage of the enrollment process with [CollegeWeekLive](#).

CONTACT

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