

Kentucky College Goal Sunday Media Talking Points

General

- Kentucky College Goal Sunday is a statewide charitable program that provides free information and assistance to families applying for college financial aid at 21 sites in 18 Kentucky communities.
 - Date: January 30, 2011 at 2:00 p.m.
 - There are sites in: Ashland, Bowling Green, Campbellsville, Corbin, Elizabethtown, Frankfort, Hazard, Highland Heights, Hopkinsville, Lexington, Louisville, Madisonville, Morehead, Owensboro, Paducah, Prestonsburg, Richmond, and Somerset.

Background

- The College Goal Sunday program was established in 1989 and has evolved from a one-time event offered in the state of Indiana to a national effort including 39 state programs and over 10,000 volunteers dedicated to assisting students and families in accessing financial aid for college.
- The College Goal Sunday program was created by The Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc., and with supplemental support from Lumina Foundation for Education.

Supporters

- The Kentucky College Goal Sunday program is supported by the Kentucky Association of Student Financial Aid Administrators (KASFAA), the Lumina Foundation, KnowHow2Go, the Kentucky Higher Education Assistance Authority (KHEAA), the Kentucky Higher Education Student Loan Corporation (KHESLC), and the YMCA.

Message to Students/Families Not in Attendance (for media on site the day of event)

- Finances should not be a barrier to attending college.
- Complete the Free Application for Federal Student Aid (FAFSA) now if you plan to attend college next school year.
- Be sure to use the correct website, www.fafsa.gov, to complete the FAFSA.
- The application is FREE. Beware of websites that charge a fee.
- Don't hesitate to contact a school's financial aid office for help. The Department of Education also provides free assistance on-line at www.fafsa.gov or via phone at 1-800-4-FED-AID.
- www.Gotocollege.ky.gov is the state's single gateway to connect students to existing online college planning resources and to provide the ability to compare college costs. It provides helpful information ranging from high school curriculum to guidance on how to pay for college.