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From: KnowHow2GO [news@knowhow2go.org]
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To: Kushlis, Jennifer
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KnowHow2GO | Insider

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KnowHow2GO Gets "Tough"

New [KnowHow2GO](#) ads will arrive at TV and radio stations near you any day now! The ads feature "tough" characters representing [Algebra II](#), [Biology](#) and the [Foreign Languages](#) – all classes that colleges require for admission. These characters appear in a cage-match setting and challenge students in middle and high school to take them on.

Check out the ads – and the hilarious videos we created for each "tough" character – at www.KnowHow2GO.org. You can view the ads, share them with the students in your life and read more about the "tough" characters.



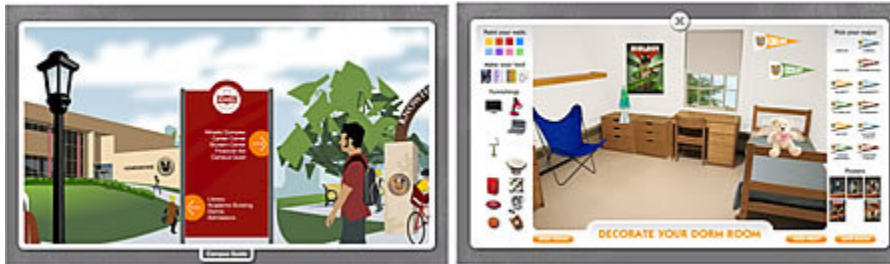
If you're feeling really brave, you can call up your local radio or TV station and tell them you want to see the new [KnowHow2GO](#) ads played in your area. Click [here](#) for information on how to make it happen. It's a great public service!



KnowHow2GO-U – Take the Tour and Tell Us How it Went

KnowHow2GO invites students to check out a college campus – without ever leaving home or school! [KnowHow2GO-U](#) may not be real (and doesn't accept applications), but its buildings are jam-packed with activities and information to get teens closer to becoming a real college students. Encourage the students in your life to wander around the campus or take an official tour at: www.KnowHow2GO.org/campustour.

Students who visit KnowHow2GO-U can decorate their dorm room, pick up financial aid forms and play a soccer game in the athletic complex. Be sure to spread the word about this new, fun way to prepare for college. And tell us what you think about the virtual campus tour by sending an e-mail to news@KnowHow2GO.org.



Social Networking and KnowHow2GO

KnowHow2GO is calling on students and mentors to spread the word about the new ads and KnowHow2GO-U online. Here are a few suggestions for those of you who are MySpace, Facebook and/or YouTube users. Please share these instructions with the students you work with as well:

MySpace

- Add [Algebra II](#), [Biology](#) and the [Foreign Languages](#) as friends, and then add them to your top friends list.
- Write a bulletin post encouraging your friends to take the [KnowHow2GO-U](#) tour.
- Post the [ad](#), [viral videos](#) and "tough" character images on your personal page – and encourage your friends to do the same.

Facebook

- Invite friends to become fans of [KnowHow2GO to College](#).
- Post the [ad](#), [viral videos](#) and "tough" character images on your personal page – and encourage your friends to do the same.
- Send a message to all of your friends encouraging them to take the [KnowHow2GO-U](#) tour.

YouTube

- View and rate the [ad](#) and [viral videos](#) – and encourage your friends to do the same.
- Share the [KnowHow2GO Channel](#) and individual videos links with your friends.

If the students in your life prefer other social networking sites, ask them to think creatively about how to get their friends excited about going to college!

The "Tough" Classes

Are the students in your life tough enough? Find out by visiting www.KnowHow2GO.org/toughclasses. There, you can find a list of the classes your state considers "tough." These classes are required for high school graduation or college admission. Encourage students to print this list and take it to school. They can show the list to a teacher or counselor and ask if the classes they're taking are putting them on the right track to college.

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