

Sample Press Release

Free College Financial Aid Assistance Offered During Super Saturday

{insert city & state} – The Virginia Association of Student Financial Aid Administrators (VASFAA) in conjunction with {insert site location} will host Super Saturday on Saturday, February 13, 2010 from 10:00AM – 2:00PM at {insert street address}. Super Saturday is one of VASFAA's annual service projects at which individuals seeking funding for postsecondary education can receive FREE one-on-one assistance in completing the federal financial aid form, the Free Application for Federal Student Aid (FAFSA). The FAFSA is the form used by colleges, universities and career-technical schools across the country to determine eligibility for student federal financial aid.

VASFAA is hosting 32 Super Saturday sites at high schools, colleges, and community and civic centers across the Commonwealth of Virginia. Each Super Saturday site will offer two financial aid workshops to discuss and simplify the federal and state financial aid process. The host sites will also have computers available for students and parents to apply for federal aid electronically, along with volunteer financial aid experts to assist. This event is open to parents and students of all grade levels as well as adults interested in furthering their education.

The focus of Super Saturday is to offer one-on-one assistance in completing the FAFSA. Once the student leaves the event, he/she will have initiated the financial aid process for any college they are interested in attending and will have met the priority filing date for most Virginia colleges. The financial aid process can be daunting. VASFAA hopes that by offering students Super Saturday, one day of free, expert assistance to accurately complete the FAFSA, we can help hundreds easily begin the process.

A \$100 Book Scholarship will be awarded to one student at each Super Saturday site to be used at the winner's college of choice during the 2010-11 academic year.

Super Saturday is open to the public and assistance with the FASFA will be given to new as well as returning college students. For more information about Super Saturday 2010, please visit www.vasfaa.org.

VASFAA is an organization of individuals who administer financial aid programs or who are otherwise active in a financial aid-related profession. Its mission is to maintain an organization that promotes the professional growth and collaboration of its members in order to serve fairly the needs of students, families, and institutions in matters related to financial and informational resources that support students' postsecondary education goals. The organization is determined to help students pursue and attain their educational goals.

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Media Contact:

Linda H. Woodley
804-371-2938
lindawoodley@schev.edu
www.VASFAA.org