



Campaign overview:

The "Your Words Today" campaign is a multi-year, multi-media Ad Council campaign to connect Hispanic parents and families with information and tools they need to help their children prepare for and go to college. The campaign seeks to mobilize Hispanic parents, as the powerful and vital influencers they are, to create in their family the expectation that college is important and possible. The campaign message is motivational and directs parents to learn more by going to the campaign website or calling a free 1-800 number to order a free informational toolkit.

Bilingual campaign website

Campaign URL (English): YourWordsToday.org
Campaign URL (Spanish): TusPalabrasdeHoy.org

Official campaign name(s)

English campaign name: "Your Words Today" campaign
Spanish campaign name: La campaña de "Tus Palabras de Hoy"

Toll free number for parents, students, other users to call to order DVD toolkit

Free 1-877 number: 1-877-HSF-8711

About Hispanic Scholarship Fund (HSF)

The Hispanic Scholarship Fund's (HSF) mission is to strengthen America by advancing the college education of Hispanic Americans. The organization delivers a range of programs to Hispanic families and students through community outreach and education, affordability via scholarships, college retention and career opportunities. HSF supports a successful path for Latinos to attain a college degree - creating an increasingly valuable asset for a stronger more competitive America in the 21st century. Celebrating its 35th year, the Hispanic Scholarship Fund has awarded over \$300M resulting in close to 100,000 scholarships to students in need. For more information, go to: www.HSF.net.