

**"Project Working Mom...and Dads Too!" Helps Working Parents go Back to School Through More than \$2 Million in Scholarships**

*eLearners.com Teams Up with Five Online Colleges and Universities to Send Moms and Dads Back to School Tuition Free*

**Hoboken, New Jersey (January 8, 2009)**—eLearners.com, a leading website that connects students with online education, today announced its new campaign to help both working moms and dads return to school. "[Project Working Mom...and Dads, Too!](#)" is a full-ride online college scholarship campaign, which will award approximately 60 scholarships, totaling more than \$2 million. Ashford University, Capella University, Everest University, Virginia College and Ashworth College are the five accredited online universities that are sponsoring the campaign. This campaign is a follow-up to the overwhelming demand from the initial two Project Working Mom campaigns in 2008. Those campaigns received more than 120,000 scholarship applications for more than \$4 million in scholarships, and sent nearly 100 working moms back to school tuition free.

"When we launched Project Working Mom around this time last year we had no idea what to expect. We knew we wanted to help moms go back to school to improve their lives and the lives of their family, but little did we know how much pent up demand and stories there were among moms who wanted to go back to school," said Helen MacDermott, a representative from Project Working Mom. "During the first two campaigns, we would receive letters from working dads about tuition relief and this campaign helps to address the needs of all working parents."

"[Project Working Mom...and Dads, Too!](#)" is designed to help the approximately 84 percent of single working moms and dads who don't have a bachelor's degree by removing the barriers of time, money and confidence that many people face when deciding whether to go back to school. The flexible nature of online education allows working parents to find the time to complete their studies and through the comprehensive Project Working Mom website (<http://www.projectworkingmom.com>), working moms and dads can get the knowledge and support they need to feel confident about returning to school.

"For the first time ever, American children are less likely than their parents to graduate high school," said Carey Casey, CEO of the National Center for Fathering and [fathers.com](#) and author of the upcoming book, *Championship Fathering*. "This is a wake up call to parents that they must serve as role models and set the educational priority. Project Working Mom...and Dads, Too! removes the barriers and gives parents the opportunity to pursue the education they need to fulfill their dreams and the dreams they have set for their family."

The full-ride online college scholarships through "Project Working Mom...and Dads, Too!" are for online programs that range from certificate, associate and bachelor degrees, to master- and Ph.D.-level programs. To apply for a scholarship, working moms and dads must complete a short application at <http://www.projectworkingmom.com>. They will also need to complete an essay that outlines their education and career goals and explain how an online program will enable them to achieve their goals. The deadline to apply for a scholarship is April 30, 2009.

"I worked with [eLearners.com](http://www.elearners.com) on the second Project Working Mom campaign and it was so inspiring to see women's dreams come true as they received the scholarship," said Stephanie Clark, the founder & CEO of My Daughter's Keeper, Inc., a non-profit organization empowering mothers, daughters, women and girls and a mother/daughter relationship coach. "Education is a powerful force and the best example for kids is for them to see their parents practicing what they preach and getting a college education for themselves."

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