

**More than A Quarter of a Million People Apply For
"Project Working Mom...and Dads, Too!" Full-Ride College Scholarships**

*An Overwhelming Number of Applications Highlights
the Demand for Education Amid Economic Woes*

Hoboken, New Jersey (April 10, 2009)—In less than three months, "Project Working Mom...and Dads, Too!" (<http://www.projectworkingmom.com>), a program designed to give working parents the opportunity to return to school and improve their lives and the lives of their families, has received more than 246,000 applications for a full-ride online college scholarship. Nearly 3,000 people apply each day sharing their stories of challenge and hope amid the economic turmoil, and the role they believe education can play in their survival. For the applicants a college degree is the key to success they need to improve their life and the lives of their families.

"Paying for school now is not even a remote possibility," said one "Project Working Mom...and Dads, Too!" scholarship applicant. "Financially, I can barely keep my head above water. If I were to be able to obtain this degree, it would open doors for me."

"Project Working Mom...and Dads, Too!" which launched on January 8, 2009, will award approximately 60 full-ride scholarships, totaling more than \$2 million, to qualified candidates with compelling essays. Ashford University, Capella University, Everest University, Virginia College and Ashworth College are the five accredited online universities awarding the scholarships.

This campaign is the third in a series of Project Working Mom initiatives, which have attracted more than 366,000 applications since January 2008. The first two campaigns distributed more than \$4 million in full-ride scholarships to nearly 100 moms.

"Having run the Project Working Mom campaigns over the past year, we have certainly seen a steady increase in applications today growing to more than a quarter of a million applicants this round," said Terrence Thomas, EVP Marketing Operations for eLearners.com. "What we are seeing is a reflection of the heartbreaking reality of the job market today. Many people are without jobs, or stuck in a job that barely pays the bills and people need a leg up on the competition—which often means continuing their education."

According to the U.S. Department of Labor, the unemployment rate for people with at least a bachelor's degree is more than four percent lower than those with only a high school education. The unemployment numbers from March show that 4.3 percent of people with a bachelor's degree were unemployed compared to 9.0 percent of people with only a high school education.

"Although a college degree doesn't protect everyone, people with a degree do fare better when the economy turns sour," continued Thomas. "People are realizing this and are looking for help." "Project Working Mom...and Dads, Too!" is designed to help parents go back to school by removing the barriers of time, money and confidence that many people face when deciding whether to further their education. The flexible nature of online education allows working parents to fit school into their busy schedules. Through the comprehensive Project Working Mom website (<http://www.projectworkingmom.com>), parents can get the knowledge and support they need to feel confident about returning to school.

The full-ride online college scholarships through "Project Working Mom...and Dads, Too!" are for online programs that range from the certificate to Ph.D. level. The deadline to apply for a scholarship is April 30, 2009, at 5 p.m. EDT. To apply, 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.

For more information about the participating accredited online schools and the campaign itself visit <http://www.projectworkingmom.com>.

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