



Universities Gain Access to Degree-Seeking Moms Hoping to Receive Full-Ride Scholarships

eLearners.com and five online institutions make back-to-school possible for working moms

Hoboken, New Jersey (August 5, 2008)—With the launch of "[Project Working Mom 2](#)", eLearners.com is again partnering with U.S. colleges and universities to tap a motivated pool of degree seekers by offering \$2 million in full-ride scholarships to [online degree programs](#), just in time for the fall semester.

eLearners.com, part of the Prospecting Services Division of EducationDynamics, attracted more than 50,000 applicants to its first "Project Working Mom" campaign, which awarded \$2 million in scholarships last spring and provided participating schools with a host of prospective new students. With "Project Working Mom 2", eLearners.com has teamed up with five higher education institutions to again offer \$2 million in scholarships for working moms interested in attaining degrees through online study.

"Project Working Mom is a way for participating schools to tap into a segment of the population where there's clearly pent-up demand and a hunger for access to higher education and the opportunities it affords," says Terrence Thomas, EVP of Marketing at EducationDynamics. "In exchange for helping thousands of motivated moms reach their goals, institutions raise their profiles in the educational community and gain access to a new group of highly qualified leads."

American Sentinel University, Ashford University, Capella University, Everest University and Penn Foster College have joined forces to help working moms overcome the obstacles to earn degrees online ranging from associate's degrees to PhDs. Partners in the program provide the scholarship dollars and in turn receive access to a motivated group of prospective students they might otherwise miss.

To help finance a college degree, in addition to the full-ride scholarships provided through "Project Working Mom 2", eLearners.com provides a database with \$15 billion in scholarship opportunities. Website visitors will also find a comprehensive interactive website with [online education](#) resources, profiles of working moms going to school online and a community of women sharing their experiences.

The deadline to apply at <http://www.projectworkingmom.com> is August 31, 2008 and recipients will be announced in September.

About eLearners.com®

The eLearners.com website is one of several high visibility, high-quality prospecting tools offered by EducationDynamics. Since 1999, eLearners.com has been successfully connecting learners to online education, including online degree and certificate programs, specialized career training, and a variety of online courses. For prospective students, eLearners provides a powerful search engine for users to find thousands of online program offerings, as well as educational evaluation tools and financial aid resources. For colleges and universities, the eLearners.com website offers a low-cost, performance-based method to provide national exposure and increase enrollments in their programs. For more information on eLearners.com, visit <http://www.eLearners.com>.

About EducationDynamics

EducationDynamics, a portfolio company of Halyard Capital, is the leading marketing and information services company dedicated to helping higher education institutions find, enroll and retain students. Its content-rich and highly visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, StudyAbroad.com, and its more than 50 special interest microsites, make EducationDynamics the premier provider of qualified prospective students for colleges and universities. In addition, the company offers a full suite of web-delivered services proven to drive enrollment growth and reduce student attrition. For more information, visit <http://www.educationdynamics.com>.