

**"Project Working Mom...and Dads, Too!" and *The Tyra Banks Show* Surprise Five Moms with Full-Ride Online College Scholarships**

*More than 300,000 Applied for Full-Ride Scholarships*

**Hoboken, New Jersey (May 1, 2009)**—"Project Working Mom...and Dads, Too!" (<http://www.projectworkingmom.com>) and *The Tyra Banks Show* made dreams come true on April 20<sup>th</sup> when they surprised five very deserving moms with full-ride online college scholarships during an episode of *The Tyra Banks Show*. After describing the women's stories, the show announced the scholarship recipients, bringing tears of excitement and shock. Now all five moms have the opportunity to go to college free of tuition thanks to "Project Working Mom...and Dads, Too!" and the participating [accredited online schools](#): Ashford University, Capella University, Everest University, Virginia College and Ashworth College.

"I was speechless, it was a very emotional moment for me," said Tonya Nixon, recalling how she felt after receiving the scholarship. "I will never forget that day. Everything my family and I had been through and things I have seen in my life went flashing through my mind. Failure has never been an option for me, but now there are no excuses. I want to be an inspiration for my son and for my family."

Each of the women awarded full-ride scholarships on *The Tyra Banks Show* submitted an essay to <http://www.projectworkingmom.com> describing their goals, why education is important to them and past instances of triumph over adversity.

"It was such a rewarding experience to see their faces light up when they heard they were scholarship recipients. The women were so shocked and excited to receive a scholarship to go back to school without the burden of money weighing over them," said Helen MacDermott, content director for "Project Working Moms...and Dads, Too!" "This campaign was all about making dreams come true and helping people realize the power of higher education, and that is exactly what we've done here."

The full-ride scholarships were awarded to:

- Agaba Bisengo, Silver Spring, Maryland—Agaba will pursue a Master of Business Administration with a focus on Organizational Leadership at Ashford University.
- Lisa Johnson, Buffalo, New York—Lisa will pursue a Master of Business Administration with a focus on Marketing at Capella University.
- Dana Ray, Yucca Valley, California—Dana will pursue an Associate of Applied Science in Criminal Justice at Everest University.
- Tonya Nixon, Cedar Creek, Texas—Tonya will pursue a Bachelor of Science in Criminal Justice from Virginia College.
- Robin Bucholz, Black River Falls, Wisconsin—Robin will pursue a certificate from the Professional Web Site Design Program at Ashworth College.

"At this point in my life, had I not won the scholarship, I probably would not have gone back to school because I couldn't justify incurring that type of debt again when I have two sons, ages 16



and 11, approaching college age," said Lisa Johnson, a scholarship recipient. "This gives me the opportunity to go back to school and provide a great example to my kids that you're never too old to learn more."

This is the third "Project Working Mom" campaign, but the first to include scholarships for working dads as well. "Project Working Mom...and Dads, Too!" generated more than 300,000 applications from moms and dads hoping to go back to school tuition free, more than double the number of applications submitted in the first two rounds combined. The first two "Project Working Mom" campaigns generated more than 120,000 applications and awarded an estimated market value of more than \$4 million in full-ride scholarships to nearly 100 working moms.

Applications for "Project Working Mom...and Dads, Too!" were accepted for approximately 60 full-ride online college scholarships through April 30, 2009 ranging from Associate's to Doctorate degrees. The five participating schools will select their scholarship recipients in May and June.

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