



## **MEDIA ADVISORY May 2, 2023**

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## **COLLEGE SIGNING DAY CELEBRATES ACHIEVEMENTS OF CAMDEN'S HIGH SCHOOL SENIORS**

**CAMDEN, NJ** - Camden's second annual "College Signing Day," spearheaded by Camden Education Fund, will honor and celebrate all Camden City district, charter, and renaissance high school seniors who have committed to attending a college, university, trade or technical program, or the military.

"College is one of the pathways to a successful career, and we are committed to preparing all students for college and career. The students we're celebrating today are positioning themselves for a promising future," said Giana Campbell, Executive Director, Camden Education Fund.

College Signing Day is part of [Reach Higher](#), an initiative started in 2014 by former First Lady Michelle Obama to encourage and activate educators, counselors, and other adults to help first-generation and low-income students see college as an option.

"We are thrilled to recognize over 600 high school seniors from across the city for their commitment to pursue their post-secondary dreams," says Katrina McCombs, Superintendent, Camden City School District.

In February, the Camden Education Fund and Mayor's Office partnered to launch the first-ever citywide FASFA Challenge to encourage all district, charter, and renaissance high school seniors to apply for financial aid. With over 85% of graduating seniors completing a FAFSA form, Camden Big Picture Learning Academy will be crowned as the FAFSA Challenge winner and receive a \$25,000 prize.\*

"Partnering with the Camden Education Fund to host this year's first citywide FASFA challenge was the beginning of a new tradition to engage and challenge our students to apply for vital funds to make attending college financially easier. This is an event that is incredibly important to me, and I am proud to celebrate the next generation of students committing to a successful future," said Victor Carstarphen, Mayor, City of Camden.

With an expected attendance of over 600 post-secondary-bound students, the atmosphere is expected to be charged with excitement by an event which mirrors a pep-rally, acknowledgement of attending schools and post-secondary institutions, and scholarships.

**WHO:** Congressman Donald W. Norcross, NJ-01  
Katrina McCombs, Superintendent, Camden City School District  
Victor Carstarphen, Mayor, City of Camden  
Giana Campbell, Executive Director, Camden Education Fund  
Nyemah Gillespie, Member, Camden City School District Advisory Board

**WHEN:** Friday, May 5, 2023  
10:00 a.m. – 3:00 p.m.  
***Program: 10:15 a.m. – 12:15 p.m.***

**WHERE:** The Salvation Army Camden Kroc Center  
1865 Harrison Avenue, Camden NJ

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**\*EDITOR'S NOTE: Please HOLD this surprise information until day of event:**  
*Camden Big Picture Learning Academy will be crowned as the FAFSA Challenge winner and receive a \$25,000 prize.*

**About Camden Education Fund:**

The Camden Education Fund (CEF) is a non-profit organization dedicated to accelerating progress in Camden's public school system. CEF works with families, school partners, and community leaders to identify citywide needs in education. CEF then provides grants and develops strategic partnerships to address these citywide needs. Grantees include schools, non-profits, and universities.