



MEDIA CONTACTS:

Angela Solomon

646-231-9011

Angela.Solomon@CapitalOne.com

Megan McMonagle

212-994-7612

Megan.McMonagle@rfbinder.com

NY GIANTS RUNNING BACK ANDRE WILLIAMS JOINS GET SCHOOLED ON THE EVANDER CHILDS CAMPUS AS PART OF COLLEGE APPLICATION WEEK

Nearly 40,000 students at more than 60 high schools are participating in the Capital One Bank NYC College Challenge across the city aimed at boosting college going rates

NEW YORK (Nov. 18, 2014) – New York Giants running back Andre Williams has joined Get Schooled on the Evander Childs Educational Campus for “College – The Inside Story”, as part of New York City’s College Application Week (Nov. 17-21). The audience includes seniors from the High School for Computers and Technology (HSCT) and Bronx Lab, two of the 60 high schools participating in the Capital One Bank NYC College Challenge. Williams, along with several Capital One leaders, including a graduate of Evander Childs, will offer students encouragement and inside tips about the college experience. Williams will also meet with members of the football team, which represents schools from across the Evander Childs campus.

[College Application Week](#) is a national effort coordinated by the American Council on Education to increase college application rates.

A 2013 Heisman Trophy Finalist and First-Team All-America selection, Williams graduated from Boston College in three-and-a-half years with a bachelor’s degree in applied psychology and human development prior to being selected by the New York Giants in the fourth-round of the 2014 NFL Draft. In addition to his on-field accomplishments, Williams is also writing a philosophical memoir entitled “A King, a Queen and a Conscience” which is expected to be released in 2015.

“A college education transforms lives – your life, your family’s life, and the lives of those around you in your community,” Williams said in speaking to more than 100 high school seniors about the importance of college and the power of education. “I am here today to tell all of you to take that bet on your future.”

According to the New York City Department of Education, for the Class of 2013, 51 percent of students in the 9th grade cohort enrolled in college in the first fall after graduation. At the same time, the Georgetown Center on Education and the Workforce predicts that more than two-thirds of newly created jobs over the next decade will require some postsecondary education, whether a technical certificate or two-year or four-year degree.

“A postsecondary education has become even more important for anyone entering the workforce -- obtaining a college degree has a strong correlation with economic opportunity and can increase one's earning potential by up to \$1 million over the course of his or her career,” said Carolyn Berkowitz, Managing Vice President, Community Affairs and President at Capital One Foundation. We are thrilled to partner with Get Schooled for the Capital One Bank NYC College Challenge

to help increase college access. “At Capital One, we invest in programs that prepare youth for the jobs of the 21st century, including skills and education that will be critical in the future, and we want every high school student to know that college is a possibility for them.”

The High School for Computers and Technology and the Bronx Lab are participating in the Capital One Bank NYC College Challenge, a friendly competition that includes 60 high schools serving close to 40,000 students across New York City. It has been designed to encourage high school students to explore college opportunities, apply to college and access financial aid for college. At each school, student ambassadors are spearheading the effort by mobilizing their classmates to participate in the competition, by applying to college and for financial aid. Students with the highest level of engagement, and the highest percentage of seniors applying to college will earn a celebrity principal for the day.

"In just the last few weeks, our students have been actively involved in the Challenge, including using the Get Schooled website to complete fun, motivating activities focused on college and various career paths, supporting our goal to create a college-going culture at HSCT and encouraging them to develop college and career plans," said Jessica Torres, college advisor at HSCT. "The Challenge is a way to incentivize the college and financial aid application process."

The Capital One Bank NYC College Challenge is designed and managed by Get Schooled, a national non-profit organization based in New York. Partners in the Challenge include Capital One Bank, Viacom, the New York City Department of Education, The New School, the New York City College Advising Corps, Cypress Hills Local Development Corporation, and Make the Road New York.

"New York City believes deeply in its students and their potential, and College Application Week is a great opportunity to demonstrate that belief," said Schools Chancellor Carmen Fariña. "With the vigorous support of community-based organizations and businesses citywide, we are investing in the next step in our students' education with college application resources and support. I am thrilled to be a part of this and other initiatives that give all our students the academic foundation as well as exposure and access they need to go on to college."

To learn more about Get Schooled and see the challenge leaderboard, go to:
<https://getschooled.com/challenges/capital-one-bank-nyc-college-challenge>

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About Get Schooled

Get Schooled is a non-profit organization that directly engages and motivates students to graduate from high school and succeed in college. Get Schooled is the premiere education brand for young people – linking students with high quality, cutting edge resources and tools they need to succeed. Get Schooled has developed a track record of success because it engages with young Americans using the media, technology and popular culture that is an integral part of their lives. Get Schooled's work is boosted by partners like Viacom, the Bill & Melinda Gates Foundation and Google. Get Schooled works in close partnership with college access organizations across the United States in an effort to encourage students to access the financial aid they need to attend college.

About Capital One

Capital One Financial Corporation (www.capitalone.com) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N. A., had \$204.3 billion in deposits and \$300.2 billion in total assets as of September 30, 2014. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. We apply the same principles of innovation, collaboration and empowerment in our commitment to our communities across the country that we do in our business. We recognize that helping to build strong and healthy communities - good places to work, good places to do business and good places to raise families - benefits us all and we are proud to support this and other community initiatives.