



## MTV'S "TRL" AND GET SCHOOLED TO AWARD \$100,000 IN SCHOLARSHIPS IN FIRST EVER "TUITION REQUEST LIVE"

*Scholarship giveaway part of a larger Get Schooled campaign to raise awareness of the importance of early FAFSA completion to access financial aid*

**New York, NY – September 25, 2017** – MTV's "TRL" has partnered with Get Schooled to honor its audience in a historic way with the first ever, "Tuition Request Live," a week-long initiative to award five \$20,000 scholarships to help students offset the costs of undergraduate or graduate education. "TRL" premieres on Monday, Oct 2<sup>nd</sup> at 3:30 p.m. ET.

Beginning October 9<sup>th</sup> and throughout the week, celebrity guests from the worlds of music and pop culture will help MTV present scholarships to five deserving students, with one winning every day. The winners will be previously narrowed down from a pool of 15 finalists. Those 15 finalists will have posted Instagram stories telling MTV about themselves, their family and why they deserve a scholarship, in addition to answering a prompt in 250 words or less. The entry period is currently underway and closes on October 2<sup>nd</sup>. The entry form can be found on [www.getschooled.com](http://www.getschooled.com).

Students must be 14-24 to enter the contest and answer one of the following prompts:

- a. What cause would get you into the streets and why?
- b. What would you risk your life for?
- c. If you could hang out with three people dead or alive who would they be and why
- d. How do you feel about your last name?
- e. How much does your neighborhood define who you are?
- f. What are your secret survival strategies?
- g. What event in your life pushed you out of your comfort zone?

The scholarship giveaway will also raise awareness of the availability of the FAFSA beginning October 1. According to the National College Access Network, 85% of all seniors who submit a FAFSA will receive some kind of financial aid. 92% of students from families making less than \$50,000 a year receive grant money, which they do not have to make back.

"Young people consistently cite figuring out how to pay for college as a top stressor", said Marie Groark, Executive Director of Get Schooled. "Tuition Request Live will address that stress for five winners, but even more importantly allow us to inform students about how to access a wide range of aid that is available for them so that they make the college decisions that best suits them."

Beginning with the launch of the contest, Get Schooled will offer:

- **Financial Aid Text Sessions**: Get Schooled will offer financial aid advice to prospective college students and their parents. Students can text "college" to 335577 to have their questions answered. A team of trained counselors will promptly answer text questions about how to pay for college, how to fill out the form, and aid that might be available to them.

- **Digital FAFSA Badge:** Get Schooled has developed a digital badge that gives students guidance on how, when and why to complete a FAFSA. Students who complete a badge can earn a Get Schooled college starter pack, including a Get Schooled notebook and pen.
- **Scholarship Assistance:** Get Schooled's My College Dollars has more than 10,000 scholarships listed and is available to students at no cost. Through a partnership with [Scholarship Junkies](#), Get Schooled can also offer students 1:1 coaching on completing scholarship applications.
- **Shareable Content:** Get Schooled has developed several infographics that explain the FAFSA and helps students understand the process once their FAFSA has been completed. Get Schooled and MTV will team up to share that content broadly through social and digital channels.

### **About TRL**

TRL is a daily live show that will air from the network's iconic Times Square studio and become the prime destination for youth culture and a meeting point for millions of fans. The show will integrate linear, social and digital elements and bring teen passion points to life, while continuing to incorporate audience requests. With the linear property as its anchor, "TRL" is an always-on content engine for MTV, with the brand extending into multiple digital and social environments. Follow "TRL" on social media @TRL everywhere ([Twitter](#), [Instagram](#), [Facebook](#), Musical.ly and Snapchat).

### **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 offers low income students a range of supports including **college advisor text help** and **digital content**. 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 and the Bill & Melinda Gates Foundation. For more information visit [www.getschooled.com](http://www.getschooled.com).

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