



MTV AND GET SCHOOLED LAUNCH “WE ARE THE DREAM” CAMPAIGN WITH MULTI PLATINUM RECORDING ARTIST AND ACTIVIST FRENCH MONTANA TO SUPPORT UNDOCUMENTED STUDENTS SEEKING HIGHER EDUCATION

New York, NY (February 14, 2018) – Today, MTV and Get Schooled launched, “We are the Dream,” a multi-platform campaign to amplify resources for undocumented youth seeking higher education. Highlights of the campaign include:

- **WeAreTheDream.us**: A digital hub housing resources and support for undocumented students and their families, including personal stories, information on scholarships, sanctuary colleges and more. The site includes resources from partners including [United We Dream](#), [USC’s Pullias Center for Higher Education](#), and [The Dream.US](#).
- **Text Support**: Undocumented students and their families can text “we are the dream” to 33-55-77 with their questions, and a team of trained counselors will answer and connect them with existing resources. All text exchanges are kept confidential.
- **Twitter Chat**: On February 21st, Get Schooled will host a twitter chat with key experts in higher education and immigration to discuss resources available for Dreamers to go to college, as well as answer questions from young Dreamers about possible paths forward.
- **We Are The Dream Grants**: Schools, colleges and community-based organizations that are committed to supporting undocumented students’ access to higher education can apply for a grant up to \$1,000 from Get Schooled to put their ideas into action. For more information, go to [wearethedream.us](#). Grant will be awarded on a rolling basis; the grant application will close March 30, 2018.
- **#WeAreTheDream**: Chart-topping hip hop artist French Montana, a first generation immigrant from Morocco, will lead [#wearethedream](#) to celebrate the impact American immigrants have had on the country. People can post a selfie on Instagram and/or Twitter with the hashtag to share their stories, spread awareness and stand in solidarity with the belief that everyone should have the opportunity to go to college.

“I am one of tens of thousands of first and second generation immigrants that are having a significant positive impact on the United States. We are the Dream,” said French Montana. “I am excited to lead others in this fight to ensure Dreamers connect with support they need to get to college and make their American Dream come true.”

[According to a 2015 report from the U.S. Department of Education](#), about 65,000 undocumented students graduate from high school each year and only 5-10% of these undocumented students continue their higher education. Data suggests that to succeed, undocumented young people need factual information about how they can access and finance a college education as well as connection to a broader community.

“The path from high school to college is confusing and stressful for the average high school senior, but even more so for undocumented students,” said Marie Groark, Executive Director of Get Schooled. “We are excited to partner with MTV to spread awareness among undocumented students and their allies that resources are available, college is possible, and they are not alone in their quest to get an education.”

While undocumented youth cannot access federal aid, six states, including California, Minnesota, New Mexico, Oregon, Texas and Washington, allow undocumented students to receive state financial aid.

“California is committed to ensuring all of its residents, documented and undocumented, can access the education they need to benefit themselves, their families and their communities,” said Lupita Cortez Alcalá, Executive Director of the California Student Aid Commission. “This initiative, coupled with the outreach that our state partners have underway, will ensure that all our students know that we stand ready to invest in them and their futures.”

At least 18 additional states have provisions for allowing in-state tuition rates for undocumented students. There are also many private institutions that offer significant support for undocumented students, and TheDream.US, the largest scholarships source for Dreamers, has raised nearly \$200 million in scholarships to offset the cost of college.

For more information about the campaign, to order materials, or to become a partner, go to www.wearethedream.us.

About MTV

MTV is a global youth culture brand inspired by music. For more information, check out mtvpress.com. MTV is a unit of Viacom Inc. (NASDAQ: VIAB, VIA).

About Get Schooled

Get Schooled is an award-winning non-profit organization that directly engages and motivates students to graduate from high school and succeed in college. With nearly a million members, Get Schooled offers 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. Named a Fast Company “Most Innovative Company” for its use of gamification to inspire and engage young people, Get Schooled was founded in 2010 through a partnership between Viacom and the Bill & Melinda Gates Foundation. For more information visit www.getschooled.com.

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