



School of Continuing Education  
*Marketing*

## NEWS RELEASE

April 20, 2005

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### FOR IMMEDIATE RELEASE

#### **DIVERSE GROUP OF FOURTH GRADERS 'GOING TO COLLEGE' AT UWM APRIL 22**

MILWAUKEE -- On Friday, April 22, 2005, close to eighty lively, curious and culturally diverse fourth graders from two Milwaukee area schools will experience college life first-hand from 9:30 a.m. to 2 p.m. when they participate in the "I'm Going to College" day at the University of Wisconsin-Milwaukee.

Thirty-seven students from Sherman MultiCultural, 5110 W. Locust Ave., and thirty-nine students from Windlake Elementary, 2433 S. 15 St., are given guided tours of the UWM campus, attend a variety of classes (two per student) and eat lunch in the Sandburg Halls cafeteria. Classes range from biology and chemistry to maps and volcanoes.

With funding from George Karl, Friends of Hoop, UWM, School of Continuing Education is able to offer this pre-college initiative to encourage children to plan for a college education both academically and financially.

While other early awareness programs target middle and high school students, the "I'm Going to College" program focuses on elementary school students in order to not only get them to think of college at an early age but also to increase their representation within the post-secondary educational system and attaining the long-term goal of educational equity. Studies show that the average child begins to develop a commitment to education and an interest in "What will I be when I grow up?" at ages eleven to twelve. This program piques children's interest to go to college prior to that, when they're 9 or 10.

To learn more or to request an agenda, call Cindy Ruffert, 414-227-3360.

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