



FOR IMMEDIATE RELEASE

FOR YOUR CONSIDERATION: THE COLLEGBOUND NETWORK'S SECOND ANNUAL HALL OF SHAME

Parody Awards Competition Encourages Hollywood's Shameful to Return to School to Get Their Lives Back on Track

Staten Island, NY, February 24, 2011 – As the Academy prepares to accept a new group of Hollywood elite into its ranks, The CollegeBound Network (CBN) is getting ready for its 2nd Annual Hall of Shame Awards. The company, which provides recruitment marketing solutions to more than 1000+ colleges and universities through sites like CollegeSurfing.com and CollegeBound.net, uses this time of year to humorously wag its collective finger at some of the most notorious celebrities whose names have consistently been in the press for all the wrong reasons.

In nominating men and women for the Hall of Shame, CBN considers only those who have shown themselves to be the lowest of the low achievers; those who have committed despicable actions, embarrassing feats, or who have simply fallen apart. CBN editors have combed through legions of celebrities and wannabes and their atrocious antics over the past year and have devised two groups of very worthy contenders, each vying for the title of Best Female and Best Male Trainwreck.

"Sometimes the best life lessons come in the form of what not to do," says CBN's Vice President of Content and Social Media Gina LaGuardia. "We believe the nominees we have chosen for this year's Hall of Shame say and do things that are the very opposite of what good, upstanding college-bound students should be doing."

The nominees for Best Female Trainwreck are: Lindsay Lohan, Miley Cyrus, Paris Hilton, and Lady Gaga. The nominees for Best Male Trainwreck are: Charlie Sheen, Jesse James, Brett Favre, and Steven Slater. A special group award will be given out to the cast of MTV's "Jersey Shore."

Of course, the shame of being nominated to the Hall of Shame does not come without a consolation prize in the form of some constructive advice. In its college-bound Oscars feature, CBN has handpicked a college course or academic program for each nominee aimed to turn around that bad boy's or girl's life more quickly than any 12-step program or stint at Betty Ford can.

"We are firm believers that a college education can transform lives," says LaGuardia. But what about those who are in rehab or jail? "Online programs make it easy to start that transformation from wherever they are."

In addition to tabulating votes for the winners (or losers, as it were), CBN will be live-tweeting college advice and celebrity commentary during the Oscars telecast on Sunday, February 27, as well as offering up "academic Oscar grants" in the form of Amazon.com gift cards by random tally to those who interact with or retweet CBN anytime during the show. Tweeters can follow CBN at @CollegeBoundNet and its sister site CollegeSurfing.com at @CollegeSurfing.

About The CollegeBound Network

Since 1987, The CollegeBound Network (CBN) has worked with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. More than 3 million surfers utilize CBN's sites, including CollegeBound.net, CollegeSurfing.com, SpaBeautySchools.com, MyGlobalEducation.com, and others. CBN specializes in recruitment marketing solutions for 1,000 educational institutions and 3,500+ campuses, using its targeted marketing initiatives. In addition to its content-rich websites, CBN reaches out to students through various social media, including Facebook, Twitter (@CollegeBoundnet, @CollegeSurfing, @SpaBeauty), and its "U. Got It?" and College Insider blogs.