



FOR IMMEDIATE RELEASE

THE COLLEGEBOUND NETWORK LAUNCHES COLLEGEBOUND INSIDER NEWS

E-mail Newsletter Provides Resources and Content for Prospective Students Who Utilize CBN Services

Staten Island, NY, May 3, 2011 – The CollegeBound Network (CBN), home to more than 15 websites that connect potential students with colleges, career schools, and vocational training opportunities, announces its new CollegeBound Insider News email newsletter. With quality content and robust resources tailored to prospective students, CollegeBound Insider News support users making back-to-school decisions, and offers free guidance throughout their educational endeavors.

New subscribers are greeted with a welcome letter, followed by a weekly four-part series that helps demystify going back to school as a nontraditional student. Part one focuses on the college/career school decision; part two is a brief on financial aid; the third part overviews the application and admissions process; and the final installment offers adult student survival tips.

“The idea is to establish a rapport with our readers so that they may become familiar with the CollegeBound brand,” explains Gina LaGuardia, vice president of content development and social media. “Ultimately, our goal is to engage our subscribers with helpful, relevant, and targeted emails to build a community of prospective and current students.”

After the introductory issues, newsletter subscribers receive newsletters geared toward their interests. For instance, those who indicate an interest in health care schools will receive health care industry-focused content. The goal of the newsletter initiative is to provide prospective students with the news they need to take their goals to the next level. Toward that end, the team behind CollegeBound Insider News is committed to its anti-spam compliancy by carefully monitoring its deliverability, and working with email provider Exact Target to follow all compliance procedures.

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, MyGlobalEducation.com, MyEducation.com, SpaBeautySchools.com, Advanced-Degrees.com, and others. CBN specializes in recruitment lead generation solutions for 1,000+ educational institutions and 3,500 campuses using 15+ websites, robust content, a dedicated Student Services division, various social media platforms, daily blogs, etc.