



**FOR IMMEDIATE RELEASE**

**AVID and CollegeWeekLive Launch Highly Anticipated Virtual College Fair**  
*Thousands of students to attend the March AVID Virtual College Fair*

San Diego, CA (February 4, 2016): AVID ([Advancement Via Individual Determination](#)), a national non-profit, proven, college-readiness system, and CollegeWeekLive, the leading provider of virtual college events, have announced their partnership to launch one of the world's largest virtual college fairs. [The AVID Virtual College Fair](#) is set for March 4, 2016 from 9 a.m. to 5 p.m. EST. Based on the success of the pilot event in December, where nearly 10,000 AVID students from over 400 schools in 42 states participated in a virtual college fair during class time, the upcoming event is expected to grow to record numbers.

The AVID Virtual College Fair will improve AVID students' – 70% of whom will be first-generation college students – access to the information necessary during their college search, application and enrollment processes. The event will give students in all stages of the admissions process the opportunity to participate – from freshman looking to start their college search to seniors seeking help finalizing their application. Any AVID student with internet access on a computer, tablet or smartphone will be able to connect with admissions counselors from participating colleges and universities.

“Online events like the AVID Virtual College Fair give students access to the information they need to make smart decisions about which college they want to attend,” said Sandy Husk, AVID Center's CEO. She continued, “The AVID Virtual College Fair will give more students another opportunity to envision, and achieve, a bright college future.”

“Having personal conversations with admissions counselors is an eye-opening experience for any student, especially first-generation students,” said CollegeWeekLive President Sumant Mauskar. “We're excited to help spark these conversations and empower more AVID students to realize their college dreams.”

**About CollegeWeekLive**

CollegeWeekLive is the leading channel where students and colleges chat online. More than one million students from 192 countries rely on CollegeWeekLive to help navigate college admissions. This live channel enables students to have unscripted conversations with college students and admissions counselors from hundreds of colleges and universities. Students, parents, and counselors visit CollegeWeekLive to engage directly with universities at every stage of the enrollment process. For more information, please visit [www.collegeweeklive.com](http://www.collegeweeklive.com).

**About AVID**

AVID (Advancement via Individual Determination) is a non-profit, proven college readiness system that closes the achievement gap. Today, AVID is implemented in approximately 5,000 schools in 44 states, the District of Columbia, and 16 countries/territories, and impacts almost a million students in grades K–12 and in 43 post-secondary institutions. The AVID College Readiness System transforms a school's academic culture to increase the number of students who enroll in four-year colleges and succeed in higher education. For more information, please visit [www.AVID.org](http://www.AVID.org).

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