



FOR IMMEDIATE RELEASE

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CSLF Launches Early Awareness Initiative

Investing in Futures Campaign to Provide Families with College Planning Resources and Tools

Rocky Hill, CT – February 27, 2003 – The Connecticut Student Loan Foundation (CSLF) is pleased to announce the launch of a new early awareness initiative, *Investing in Futures*. The *Investing in Futures (IF)* program will help supplement the assistance provided to families by guidance counselors and financial aid administrators.

CSLF has developed this new initiative in order to promote access to college for students while supporting the efforts of its school partners. By providing accurate and timely information to families and aiding in the application process, financial aid administrators will spend less time resolving discrepancies and addressing rejected applications.

“CSLF recognizes that early college planning is extremely important for families today,” said Mark Valenti, President of CSLF. “CSLF is committed to assisting families and our partners in providing the most comprehensive college planning information available. Families with children of all ages will benefit from taking advantage of this free service provided by CSLF,” said Mr. Valenti.

CSLF early awareness counselors have been busy promoting this new initiative by providing financial aid workshops at high schools, college campuses, and even community group sponsored events. Counselors have also been providing individualized assistance to high school seniors who need help completing the Free Application for Federal Student Aid (FAFSA).

Additional programs are scheduled for release later this year, including the opening of a new Resource Center and the launch of a new website. The Resource Center, scheduled to open in the spring, will provide families with personalized assistance in all aspects of financial aid planning. Early awareness counselors will be available to meet with families to help complete financial aid forms, conduct scholarship searches, review available financing options, or simply answer questions about saving for higher education expenses. A dedicated toll-free line will also be available to families who prefer to call in with questions.

For more information about CSLF’s *Investing in Futures* program, contact Deborrah Glenn-Long at (800) 237-9721, extension 347.

ABOUT CSLF – *The Connecticut Student Loan Foundation (CSLF) is a national, non-profit agency that administers, guarantees, finances, and services the Federal Family Education Loan Program (FFELP). CSLF has over 35 years of experience providing assistance to students and parents seeking to finance a higher education. As a guarantor, CSLF assures that low-interest Federal Stafford Loans and Federal PLUS Loans remain available to eligible students and parents. CSLF also is a lender and provides financing directly to educational institutions on behalf of students and parents. Learn more about CSLF at www.cslf.com.*