



PRESS RELEASE

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California Community Colleges' "I *Can* Afford College" Financial Aid Awareness Initiative Launches New Advertising Campaign Featuring Zach King

New Video, Online and Radio Ads Remind Students of the Many Financial Aid Opportunities Available at California's 113 Community Colleges

SACRAMENTO, Calif. – The California Community Colleges' Chancellors Office on Monday, January 18, will launch a new advertising campaign for its "I *Can* Afford College" statewide financial aid awareness initiative. The new digital media and radio ads remind current and prospective students of the financial aid opportunities available year-round at California community colleges.

The director of the new video ad, [Zach King](#), is an American social media celebrity, film-maker and [YouTube](#) personality. He is most known for his "[magic Instagram videos](#)," digitally edited videos that feature magic tricks. His film company, The Zach King Team, produced the video.

"Our system is always looking for new and innovative ways to reach and engage both current and prospective students," said California Community Colleges Chancellor Brice W. Harris. "Zach King brings with him the unique ability to tap into the digital universe and connect our colleges with young adults and their families to raise awareness about financial aid. We're thrilled to partner with him on such an important project."

The video ad, available in 60-second, 30-second and 15-second formats, will feature several of King's magic tricks custom-made for the spot. The radio ad, which is also the audio track for the video and digital media spots, is a musical throwback to the 1960s funk genre but blended with the melody and harmony of today's pop music.

"It's exciting to be involved with the California Community Colleges on such a creative project," said King. "The new ad encourages people to consider college as a way to follow their dreams and create a better life for themselves. It's cool to be able to use video, and the tricks I've had so much fun creating, to raise awareness about the value of a college education and the fact that there's money available to help cover the costs."

The new video ad can be found at ["A Little Bit of Magic."](#)

There are many different types of financial aid available at California community colleges. In addition to the Board of Governors (BOG) Fee Waiver which covers tuition fees, there are grants and scholarships that don't have to be paid back, work study programs, and loans. Financial assistance can be used to pay for fees, books, supplies and sometimes even help with rent.

To explore the variety of financial aid opportunities available, interested parties can visit the California Community Colleges “I **Can** Afford College” website at www.icanaffordcollege.com. The site, offered in both English and Spanish, features financial aid information, tools and helpful resources, links to financial aid applications, and a zip code locator where visitors can get connected with their local college financial aid office for more information and assistance completing the forms.

Although financial aid is available year-round, to get the most aid offered for fall 2016, current and prospective students should apply by the March 2 Cal Grant deadline. Beginning this month, many colleges will be offering financial aid workshops to provide free one-on-one assistance identifying the various types of aid available and completing the forms. Upcoming workshops can be found on the “I **Can** Afford College” website at <http://bit.ly/1IRzNxi>.

In addition to visiting the site, students and their families can also connect with the campaign through social media channels, at [facebook.com/icanaffordcollege](https://www.facebook.com/icanaffordcollege), twitter.com/icanafrcollege and <https://www.instagram.com/icanaffordcollege>.

The California Community Colleges is the largest system of higher education in the nation composed of 72 districts and 113 colleges serving 2.1 million students per year. Community colleges supply workforce training, basic skills education and prepare students for transfer to four-year institutions. The Chancellor’s Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges. For more information about the community colleges, please visit <http://californiacommunitycolleges.cccco.edu/>.

*The California Community Colleges “I **Can** Afford College” campaign is a statewide, financial aid awareness initiative sponsored by state of California. The purpose of the campaign is to educate current and prospective students about the year-round availability of financial aid at California’s 113 community colleges to help pay for fees, books, supplies and sometimes even help with the rent. Since the campaign launched in April 2004, more than two million people have visited the icanaffordcollege.com website and the number of community college students receiving some type of financial aid has increased by 70 percent.*