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## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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### **COLLEGE GOAL MONDAY AND ROCKFORD IDOL CONTEST**

ROCKFORD – In honor the Dr. Martin Luther King, Jr. Holiday, nFACTOR is hosting **College Goal Monday and the First nFACTOR Rockford Idol Competition** from 1:00-5:00 p.m. on Monday January 19, 2009 at nCENTER (220 S. Madison Street).

**College Goal Monday** is a FREE event open to all ages. Dozens of Midwest Colleges and Universities will be on hand assisting with on-site applications and distributing information. There will also be assistance completing financial aid forms, scholarship search assistance, career assessments, leadership seminars, financial planning workshops and much more. “Both Dr. King and President-Elect Obama have dedicated their life’s work to advancing opportunity for all Americans. What better why to honor the Dream and this historic weekend, but by assisting Rockfordians in gaining access to hope, change and opportunity through a post secondary education,” stated Vritti Gupta from the nFACTOR Action Team.

The **First Annual Rockford Idol Competition** is open to all ages of performers. The top singer, dancer, poet, band, musician or rapper will receive \$100.00 in cash; second place is \$50.00.

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