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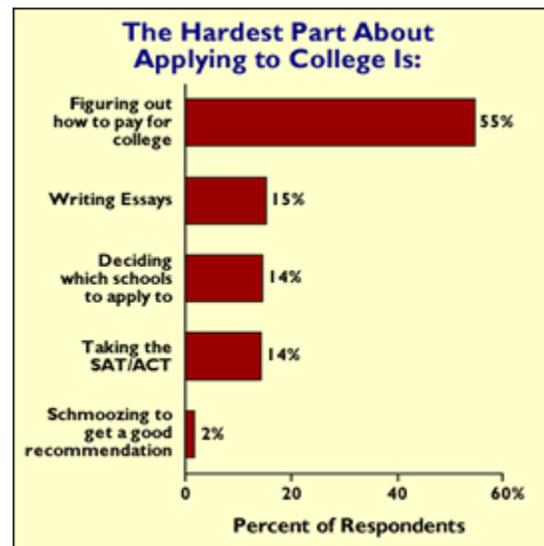
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FINDING “DREAM SCHOOL” NOT TOP CONCERN FOR COLLEGE APPLICANTS

Brooklyn, NY – It’s not taking the SAT. It’s not choosing the right school. It’s not writing all those college essays. It’s finding a way to handle the cost of college that seems the most daunting for students facing the college application process.

In a survey of 500 Lunch-Money.com users*, more than half considered “figuring out how to pay for college” to be the hardest part of applying to college, far outweighing such concerns as “taking the ACT/SAT,” “writing essays,” or “deciding which schools to apply to.”

“Students look at the tuition costs for schools, which in some cases can exceed \$30,000, and are understandably concerned,” Lunch-Money.com president Mark Rothbaum said. “For many students, pursuing a college education will go hand in hand with accumulating significant student loan debt. However, it’s important that they step back and appreciate that a college education isn’t like buying a stereo or a car. It’s a long-term investment.”



According to U.S. Census data, the median income for people with a bachelor’s degree was \$50,394 in 2004 compared with a median income of \$31,075 for people with only a high school diploma. In addition to higher incomes, college graduates tend to have much lower unemployment rates, greater freedom in selecting a profession, and an easier time switching jobs.

About Lunch-Money.com

Lunch-Money.com is a one-stop scholarship and college admissions resource. We provide services to everyone involved in the scholarship process—including students, scholarship-granting organizations, and school counselors. To learn more, visit www.lunch-money.com.

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Note: *94 percent of Lunch-Money.com registered users are students; 6 percent are parents