



FOR IMMEDIATE RELEASE

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**For more information, please contact:**

Lunch-Money.com, Inc.  
350 Lincoln Place, Suite 2N  
Brooklyn, NY 11238  
(800) 265-0179  
[press@lunch-money.com](mailto:press@lunch-money.com)  
[www.lunch-money.com](http://www.lunch-money.com)

**NEW SCHOLARSHIP SEARCH SITE LAUNCHED**

**Brooklyn, New York** – Lunch-Money.com, Inc. is proud to announce the launch of [www.lunch-money.com](http://www.lunch-money.com), a free online resource dedicated to helping students find and apply for scholarships.

With the price of both public and private colleges and universities continually on the rise, the search for scholarships and other financial aid is taking on greater importance for students. According to the College Board, almost 60% of students relied upon some form of financial aid for the 2003-2004 school year. Lunch-Money.com's free scholarship search service helps students uncover opportunities that can make higher education a more affordable option.

“Study after study has demonstrated the importance of a college education, both in terms of earning power and available career options” said Mark Rothbaum, Lunch-Money.com's President. “Our main goal at Lunch-Money.com is to make a college education more attainable by helping students navigate the scholarship process. We provide online tools that allow students to both find *and* apply for scholarship opportunities that best match their personal background, their interests and activities, and their career aspirations.”

Lunch-Money.com has something to offer all those involved in the scholarship search process — students, school counselors, and scholarship-granting organizations.

- **Students** can utilize the site's superior search capabilities and gain direct access to online scholarship applications
- **School counselors** have the ability to create a “My High School” section filled with scholarship listings and search tips relevant to their students
- **Scholarship-granting organizations** can take advantage of several services aimed at helping them to reach qualified students and to move their application forms online. The site's unique online application system helps pre-screen students and simplifies application form processing

Lunch-Money.com has assembled a comprehensive database, housing thousands of scholarship opportunities. Students can quickly search the database in a variety of ways—by state, by sport, or by religion, to name a few of the options—or they can complete a comprehensive profile to generate a more personalized list of scholarship awards. For select scholarships, students can also apply online through Lunch-Money.com. In addition to these features, Lunch-Money.com has assembled a series of guides and interactive calculators to help educate students and parents on a variety of topics relating to financial aid, scholarships, and college.

“There are a tremendous number of organizations out there doing admirable work by awarding these scholarships,” said Rothbaum. “We hope our site allows students to spend less time finding these awards and more time completing quality applications.”

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