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ASBA Awards Scholarship Funds to Five College-Bound Students

FOR IMMEDIATE RELEASE: Chicago, IL - September 12, 2011 - In what has become an annual tradition, the American Senior Benefits Association (ASBA) will help five college students pay their tuition through the ASBA College Scholarship Grant program. ASBA today announced the names of scholarship recipients for 2011.

The winners are selected each year by the ASBA Board. Winners received a \$1,000 grant to be used for tuition toward an undergraduate degree or program. The ASBA Scholarship Grant program has become one of ASBA's most popular programs. ASBA members can nominate their college age children or grandchildren to receive a scholarship.

"With the economy continuing to struggle, and the costs associated with education continuing to climb, college is becoming less attainable for many young people", said Bill Hill, Sr., ASBA's President and Chairman of the Board. "It just stands to reason that parents and grandparents would want to help out where possible. ASBA gives members the opportunity to provide assistance by nominating their college age family members for one of our scholarship grants."

This year's ASBA Scholarship Grant winners are:

Tyler O. will attend Iowa State University in Ames, Iowa
Haley S. will attend Mount Mercy University in Cedar Rapids, Iowa
Alyssa B. will attend St. Joseph's College of Maine in Standish, Maine
Kathryn H. will attend Colorado State University in Ft. Collins, Colorado
Paige A. will attend Kansas State University in Manhattan, Kansas

ASBA members can also take part in Tuition Rewards® from SAGE Scholars. Similar to a frequent flyer mileage program, Tuition Rewards offers a unique benefit - guaranteed discounts on undergraduate tuition at a consortium of participating private colleges and universities. The program focuses on making higher education more affordable through an earned rewards "points" system. Each point equals \$1; points accrue over time. At time of application to college, your student beneficiaries can apply accumulated Reward Points toward tuition for undergraduate study at participating colleges, beginning with the freshman year.

As an ASBA member, you earn an initial 500 points (\$500 value) on behalf of your selected student beneficiary when you enroll. Members then continue to earn additional points when you take advantage of other ASBA benefits. Earned points can be redeemed for tuition discounts at any participating educational institution. The ever-growing network of participating schools includes more than 280 private, four-year institutions in 45 states.

Well-known participating private colleges include Clark University and Worcester Polytechnic Institute (MA), Creighton (NE), DePaul (IL), Drexel and Duquesne (PA), Lawrence (WI), St. Lawrence and Rensselaer Polytechnic Institute (NY), Rollins (FL), University of Dayton (OH), University of San Diego (CA) and Valparaiso (IN). Twenty-nine new colleges joined the consortium last year. A full list of the participating colleges is available at www.tuitionrewards.com.

For more information on either the Scholarship Grant program or the Sage Scholars Tuition Rewards program, visit www.asbaonline.org.

The American Senior Benefits Association (ASBA) is a 501(c)(3) not-for-profit association where membership is completely free. ASBA is committed to lifestyle enhancement through benefits, advocacy and education for the over-50 population. ASBA concentrates its efforts on the issues that are of greatest concern to its members. Through its partners and programs, ASBA members receive

news and information, product and service discounts, as well as other benefits. Current ASBA membership stands at over 70,000 nationally.

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