



REACH HIGHER

For Immediate Release

Media Contact: [bettermakeroom@civcnation.org](mailto:bettermakeroom@civcnation.org)

**\*\*\*Media interested in covering should RSVP to [bettermakeroom@civcnation.org](mailto:bettermakeroom@civcnation.org) by 5 p.m. ET on Monday, April 30.\*\*\***

April 27, 2018

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## **Reach Higher to Host 2018 College Signing Day with Former First Lady Michelle Obama in Philadelphia at Temple University on May 2**

***Mrs. Obama will be joined by 8,000 Philadelphia students to celebrate their pursuit of higher education***

*Mrs. Obama will also be joined by actors, singers, athletes and stars including: Bradley Cooper, Robert De Niro, Janelle Monae, Zendaya, Ciara, Questlove, Jidenna, Nick Cannon, Kelly Rowland, Rebel Wilson and Jesse Tyler Ferguson, as well as members of the Philadelphia Eagles and 76ers.*

Washington, DC – On Wednesday, May 2, [Reach Higher](#) will host the 2018 [College Signing Day](#) with former First Lady Michelle Obama at Temple University. The event will be held at the Liacouras Center with 8,000 students from across Philadelphia's public, private, charter, and parochial schools. This is the fifth consecutive year that Mrs. Obama has celebrated College Signing Day.

College Signing Day celebrates high school seniors choosing to pursue higher education at a professional training program, a community college, a four-year college or university, or the military and continues Mrs. Obama's efforts to inspire young people to pursue their education past high school. In addition to Mrs. Obama's event in Philadelphia, more than 2,000 College Signing Day events have been planned in nearly every state across the country by communities, students, and organizations committed to helping students pursue higher education.



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Mrs. Obama recently tweeted her support, noting “I’m so in awe of college-bound students all over the country—you inspire @BarackObama and me every day. We know how hard you’ve worked to make your college dreams a reality. That’s why #CollegeSigningDay is one of my favorite traditions. I can’t wait to celebrate in Philly!”

Mrs. Obama is encouraging people across the country to join her in celebrating College Signing Day by wearing their college apparel and sharing the importance of higher education on social media using #CollegeSigningDay and #BetterMakeRoom.

Livestream will be available, with details forthcoming.

Started by Mrs. Obama during her time at the White House, Reach Higher continues its college access and completion work at Civic Nation, a non-profit focused on innovative engagement and awareness initiatives. This work includes Reach Higher’s [Better Make Room campaign](#), which lifts up and celebrates the stories of today’s high school and college students.

As part of her work with Reach Higher, Mrs. Obama has hosted College Signing Day events in New York City, New York in 2016 and 2017; Detroit, Michigan in 2015; and San Antonio, Texas in 2014.

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The celebrities joining Mrs. Obama to celebrate College Signing Day in Philadelphia include:

Anne Munition, Internet Personality  
Bailee Madison, Actress  
Bradley Cooper, Actor  
Camila Cabello, Performing Artist  
Ciara, Performing Artist  
Daymond John, Author



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Dikembe Mutombo, NBA Legend  
Erin Wayne, Internet Personality  
Janelle Monae, Performing Artist and Actor  
Jameer Nelson, NBA Player  
Jesse Tyler Ferguson, Actor  
Jessica Goch (JGhostly), Internet Personality  
Jidenna, Performing Artist  
Jussie Smollett, Performing Artist  
Karlie Kloss, Model  
Keke Palmer, Performing Artist  
Kelly Rowland, Performing Artist  
Lindsay Harding, Former WNBA Player  
Malcolm Jenkins, Eagle  
Mark Jackson, 76er  
Nnamdi Asomugha, Former NFL Athlete  
Nick Cannon, Performing Artist  
Tyler Blevins (Ninja), Internet Personality  
Questlove, Performing Artist  
Rebel Wilson, Actress  
Robert De Niro, Actor  
Tariq Nasheed, Performing Artist  
Tinashe, Performing Artist  
Zendaya, Actress



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