



For Immediate Release

Media Contact: [bettermakerroom@civication.org](mailto:bettermakerroom@civication.org)

May 2, 2018

---

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

***Mrs. Obama will be joined by 7,000 Philadelphia students, along with celebrities, performers and athletes, to celebrate the pursuit of higher education***

Philadelphia - Former First Lady Michelle Obama will kick off her fifth annual College Signing Day at 11:15 a.m. today with 7,000 Philadelphia high school students at Temple University. This year, there are a record 2,000 College Signing Day events planned in all 50 states, DC, and Puerto Rico, with hundreds of thousands of students participating across the country and on social media.

**Tune in live on Facebook [here](#).** Providing an interactive viewer experience, the event also will be live streamed on social video service [Twitch](#) starting at 10 a.m. ET for a backstage pre-show.

Mrs. Obama will be joined by more than 30 stars, athletes and performing artists, including Bradley Cooper, Rebel Wilson, Zendaya, Robert De Niro, Camila Cabello, Questlove, Anthony Mackie and Janelle Monae. This is the fifth anniversary of College Signing Day, which 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.

“In college, I studied subjects I was passionate about. I met all kinds of different people. and I got the education I needed to pursue a career as a lawyer, a nonprofit



## REACH HIGHER

leader, a hospital executive and yes, eventually, as First Lady of the United States,” Mrs. Obama said in a video message to students celebrating College Signing Day across the country. “I know that your college degrees will do the same for all of you, setting you up to lead the life of your dreams and succeed in whatever you wish to do. So I hope you all are excited about what lies ahead. College will be hard work, but I know you all are ready. Trust me. You got this. And I’m going to be rooting for you every step of the way.”

Today continues Mrs. Obama’s efforts to inspire young people to pursue their education past high school as part of her [Reach Higher](#) initiative, which she launched during her time in the White House. Reach Higher is now housed 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.

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](#).

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

- Anne Munion, Internet Personality
- Anthony Mackie, Actor
- Bailee Madison, Actress
- Bradley Cooper, Actor
- Camila Cabello, Performing Artist
- Ciara, Performing Artist
- Dikembe Mutombo, NBA Legend
- Erin Wayne, Internet Personality



Janelle Monae, Performing Artist and Actor  
Jameer Nelson, NBA Player  
Jesse Tyler Ferguson, Actor  
Jessica Goch (JGHosty), Internet Personality  
Jidenna, Performing Artist  
Jussie Smollet, 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  
Zendaya, Actress

★ Complete your education. Own your future.

To learn more about Reach Higher and how you can be involved, visit [bettermakerroom.org/reach-higher/](https://bettermakerroom.org/reach-higher/)



[twitter.com/ReachHigher](https://twitter.com/ReachHigher)



[instagram.com/ReachHigher2020](https://instagram.com/ReachHigher2020)

