



For Immediate Release

Media Contact: bettermakerroom@civication.org

*****Media interested in covering should RSVP to bettermakerroom@civication.org by 5 p.m. ET on Monday, April 30.*****

April 27, 2018

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.



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



REACH HIGHER

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 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
Tariq Nasheed, Performing Artist
Tinashe, Performing Artist
Zendaya, Actress



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To learn more about Reach Higher and how you can be involved, visit bettermakerroom.org/reach-higher/



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