

**For Immediate Release**

Contact: Patrick Kowalczyk ([patrick@pkpr.com](mailto:patrick@pkpr.com))

Gretchen Griffin ([gretchen@pkpr.com](mailto:gretchen@pkpr.com))

PKPR, 212.627.8098

For social media: Enter @discusawards, a new awards and scholarship program for all-around high school students at [www.discusawards.com](http://www.discusawards.com)

**BEYOND GRADES AND TEST SCORES: NEW NATIONAL AWARDS PROGRAM HONORS**

**ALL-AROUND HIGH SCHOOL STUDENTS WHO EXCEL IN AND OUT OF SCHOOL**

*Shining spotlight on outstanding teens with wide-ranging interests,  
innovative new awards program also offers ten \$2,000 college scholarships each year*

[www.DiscusAwards.com](http://www.DiscusAwards.com)

**Bethesda, MD (January 11, 2010)** – Looking beyond just grades, test scores, and win-loss records, a new national awards program officially launching today honors all-around high school students who demonstrate excellence and engagement both inside and outside of school.

Reinventing the traditional high school award for today's changing college admissions landscape, the Discus Awards ([www.DiscusAwards.com](http://www.DiscusAwards.com)) recognize students who excel in at least three areas that demonstrate their multi-dimensional talents and passions, including community service, work, technology, athletics, academics, and the arts.

Each week, new students from across the nation are selected as Discus Awards winners, providing them with a powerful new tool for showing colleges the full range of their diverse strengths and interests. Winners are profiled on the Discus Awards site at [www.discusawards.com/winners](http://www.discusawards.com/winners) and on the [Discus Awards Facebook page](#) and also become eligible for a \$2,000 Discus Scholarship, which will be awarded to one Discus Awards winner each month of the school year.

Since its soft launch last November, the Discus Awards have attracted thousands of nominees from every state in the United States. Selected by a judging panel of teachers, counselors, and education professionals, winners range from a synchronized swimming champ who speaks fluent French to a karate black belt who is class treasurer to a junior firefighter who organized a successful local charity benefit.

“The qualities we spotlight are known to be among the best predictors of future success, making the Discus Awards an invaluable tool for colleges in search of the next freshman class stars,” said Devin Schain, CEO of the Discus Awards and Campus Direct. “The Discus Awards provide recognition and support for the kind of students who will thrive in a world that increasingly requires creative thinking, enthusiasm, and a wide range of strengths.”

“The Discus Awards provide a way to champion those students whose unique strengths and successes are demonstrated in more global and well rounded ways,” said Dara Feldman, an instructional coach in the District of Columbia Schools and a 2005 Disney Outstanding Teacher of the Year.

Students may nominate themselves for a Discus Award or be nominated by parents, teachers, counselors, coaches, or friends. Students write short essays describing their accomplishments in three out of ten major categories, or attributes, of student life: Academics, Arts, Athletics, Community Service, Faith, Government, Green, Technology, Work, and Other Achievements. Nominees also are encouraged to upload photos and videos that illustrate their achievements. To broaden the initial reach of the awards and scholarship, the Discus Awards has partnered for launch with Cappex.com, a comprehensive college search and scholarship portal that helps students and parents make college decisions.

The Discus Awards were created by Campus Direct, a leading educational services company, and Recognition Media, a producer of major awards programs including The Webby Awards and The Telly Awards.

### **About The Discus Awards**

The Discus Awards ([www.DiscusAwards.com](http://www.DiscusAwards.com)) is the only scholarship and awards program honoring active and engaged high school students who excel in and out of school. Looking beyond just grades, test scores, and win-loss records, the Discus Awards recognize students for achievement in at least three areas, from community service and work to faith and the arts. Winners are selected by a panel of teachers, counselors, and education professionals, and each winner is eligible for a \$2,000 college scholarship awarded each month of the school year. The Discus Awards are presented by Campus Direct, a leading educational services company, and Recognition Media, a producer of major awards programs, including The Webby Awards and The Telly Awards.

###