

For Immediate Release

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SMOKY HILL HIGH SCHOOL STUDENT WINS \$2,000 DISCUS SCHOLARSHIP

Jaimee Alsing was named the October 2010 Discus Scholarship winner by the Discus Awards, a national program that provides recognition and scholarship opportunities for multi-talented students who demonstrate excellence both inside and outside of school

<http://www.discusawards.com/>

Bethesda, MD (November 1, 2010) – Jaimee Alsing, a senior at Smoky Hill High School in Colorado, was named the recipient of the October 2010 Discus Scholarship, a national college scholarship that provides \$2,000 to ten multi-talented high school students each year who demonstrate excellence both inside and outside of school.

A young entrepreneur and talented artist, Jaimee has demonstrated significant achievements in the areas of work, arts, and academics.

Jaimee is the founder of the Colorado Care Company, a company she started when she was in 8th grade that sells nutritional food for hermit crabs, reptiles, and fish. “After I realized that commercial hermit crab food actually kills hermit crabs,” Jaimee said, “I studied nutrition, formulated a complete diet, and made an accompanying food. I designed a label for the food and marketed it to local and online pet stores.”

The recipient of the Celebration for Young Entrepreneurs Award for her work on the Colorado Care Company, Jaimee has also shown an aptitude for the arts. A violinist since 4th grade, Jaimee has played in the Arapaho Philharmonic Youth Orchestra for the past six years. In addition to playing the violin, Jaimee collects and plays international instruments such as the didgeridoo, siku, and djembe.

Jaimee epitomizes the mission of the Discus Awards (www.DiscusAwards.com), the organization behind the Discus Scholarship. Launched in November 2009, the Discus Awards looks beyond test scores, grades, and athletics to recognize students whose multi-dimensional talents and passions span three of ten attributes, including community service, work, technology, athletics, academics, and the arts.

The \$2,000 Discus Scholarship is awarded to one Discus Award winner each month of the school year. In addition to becoming eligible for a Discus Scholarship, Discus Award winners are profiled on the Discus Awards site (www.discusawards.com/winners) and [Facebook page](#), providing them with a powerful new tool for showing colleges the full range of their diverse strengths and interests. Students can apply for a Discus Award throughout the year.

Since its soft launch in November 2009, the Discus Awards has attracted tens of thousands of nominees from every state in the U.S. plus D.C., Puerto Rico, Guam, and the Virgin Islands. Winners are selected by a judging panel of teachers, counselors, and education professionals.

“With her energy, enthusiasm, and commitment to arts, academics and serving her community, Jaimee exemplifies everything the Discus Scholarship stands for,” said Devin Schain, CEO of the Discus Awards and Campus Direct. “At a time when it’s harder than ever to pay for college, we’re giving recognition and support to the kind of leaders who will thrive in a world that increasingly requires creative thinking, dedication, and a wide range of strengths.”

Students may nominate themselves for a Discus Award at www.DiscusAwards.com, or be nominated by parents, teachers, counselors, coaches, or friends. They are then asked to submit references and 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.

To show that they are more than just words on a page, nominees also are encouraged to upload photos and videos that illustrate their achievements.

The Discus Awards was created by Campus Direct, a burgeoning boutique global education company, and Recognition Media, the owner and producer of major awards programs including The Webby Awards and The Telly Awards.

To nominate yourself or someone you know, please visit www.DiscusAwards.com.

About The Discus Awards

The Discus Awards (www.DiscusAwards.com) is the only awards and scholarship program honoring active and engaged high school students who excel in and out of school. Looking beyond grades, test scores, and win-loss records, the Discus Awards recognizes 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 is presented by Campus Direct, a burgeoning boutique global education company, and Recognition Media, the owner and producer of major awards programs, including The Webby Awards and The Telly Awards.

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