

**For Immediate Release**

Contact: Dan Toplitt ([dan@discusawards.com](mailto:dan@discusawards.com))

p. 301-907-2390, ext. 16

**REEDSBURG HIGH SCHOOL STUDENT WINS \$2,000 DISCUS SCHOLARSHIP**

*Jordyn Schara was named the November 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 (December 1, 2010)** – Jordyn Schara, a sophomore at Reedsburg High School in Wisconsin, was named the recipient of the November 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 social entrepreneur and devoted volunteer, Jordyn has demonstrated outstanding achievements in the areas of green, community service, and academics.

Jordyn created a nationally recognized project, Wisconsin P2D2 (Prescription Pill and Drug Disposal). Through this program, Jordyn spreads awareness on the dangers of improperly discarding prescription drugs and helped secure an incinerator and 24/7 drug drop off box to encourage her community to properly dispose of them. Through the Wisconsin program, P2D2 has collected more than 1,000 pounds of drugs, and since expanding into 12 states, the national P2D2 effort is responsible for collecting more than 100,000 pounds of expired prescription drugs.

Her Prescription Pill and Drug Disposal project isn't the only initiative Jordyn has made significant strides in. She raised more than \$1,200 and collected thousands of educational materials to send to U.S. troops in Afghanistan through her national award-winning service Project READ (Reading Equipment for Americas Defenders). In addition, to support her mentoring of young students, Jordyn founded a 501(c)(3) non-profit organization called HOPE Foundation (Helping Our Peers Excel). "Through HOPE," Jordyn wrote, "I will be able to reach out to other teens with volunteer ideas; recognize, educate and inspire youth across the country; and encourage people worldwide to make a difference."

Jordyn embodies the mission of the Discus Awards ([www.DiscusAwards.com](http://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](http://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 green, academics and serving her community, Jordyn 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](http://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](http://www.DiscusAwards.com).

### **About The Discus Awards**

The Discus Awards ([www.DiscusAwards.com](http://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.

###