

For Immediate Release

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ROCKDALE STUDENT WINS \$2,000 DISCUS SCHOLARSHIP

Kennedy Cooke-Garza was named the April 2010 Discus Scholarship winner by The Discus Awards, a national awards and recognition program honoring multi-talented students who demonstrate excellence both inside and outside of school

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

Bethesda, MD (May 1, 2010) – Kennedy Cooke-Garza, a senior at Rockdale High School in Texas, today became this month’s recipient of The 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 dedicated artist and technology wizard, Kennedy is a bilingual student who has already made the Presidential Honor List while taking classes at a local college. She has established the strength of the left side of her brain, but it is her creative right side that truly drives her.

A Golden Key recipient in the 2009 Scholastic Art and Writing Awards, Kennedy has created numerous murals, logo and T-shirt designs for people and businesses in her community. In the summer before her senior year, she and a friend spent more than 48 hours over the course of three weeks painting a large mural of her school’s mascot that is now hanging in the school’s gym.

Kennedy epitomizes the mission of The Discus Awards (www.DiscusAwards.com), the organization behind The Discus Scholarship. Launched earlier this year, The Discus Awards look beyond test grades and athletics to recognize students whose multi-dimensional talents and passions span at least three of ten attributes, including community service, work, technology, athletics, academics, and the arts.

The \$2,000 Discus Scholarship is awarded to one Discus Awards winner each month of the school year. In addition to becoming eligible for a Discus Scholarship, winners of the Discus Awards 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 last November, the Discus Awards have attracted tens of thousands of nominees from every state in the U.S. Winners are selected by a judging panel of teachers, counselors, and education professionals.

“With her energy, enthusiasm, and commitment to both her artistic and technology passions, Kennedy 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 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.

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 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.

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