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*****MEDIA ALERT*****
Collegiate Expert Available

WHO: Eric Yaverbaum, bestselling author of his sixth book, *Life's Little College Admission Insights: TOP TIPS FROM THE COUNTRY'S MOST ACCLAIMED GUIDANCE COUNSELORS* (Morgan James, January 2010).

WHAT: Eric is available to provide expert commentary on several education-based topics, including:

- **New health care legislation.** How will it affect students applying for financial aid?
- **The race for financial aid.** With a surge of applicants, state funds could run out sooner than ever.
- **Financial aid shift.** Is it now based more on merit than need?
- **Scholarship & financial aid kickoff season.** Finding out if you qualified. What's the back-up plan if you are not offered any?

WHERE: Based in NYC, and available for interview.

BACKGROUND: Eric recently released his sixth book, *Life's Little College Admission Insights: TOP TIPS FROM THE COUNTRY'S MOST ACCLAIMED GUIDANCE COUNSELORS* with his seventeen-year-old daughter, Cole Yaverbaum. The two interviewed over 1,000 collegiate advisors across the country to pull together a collection of the top admission advice from the ones that know it best. As Cole is heading into her senior year of high school, they're entrenched in the college search process.

Additionally:

- Eric appears regularly on national television and radio shows, and has been featured in national publications throughout his over 20-year career.
- Has been a Lecturer at American University, New York University, FIT, and Harvard.
- Is the former Chapter Chairman of Young Presidents Organization.
- Past books include, *Public Relations For Dummies* (Wiley), *I'll Get Back To You* (McGraw-Hill), *Leadership Secrets of the Worlds' Most Successful CEOs* (Dearborn), and *Everything Leadership* (Adams).

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