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FOR IMMEDIATE RELEASE

**FIRST MASTER CALENDAR OF U.S. COLLEGE AND SCHOLARSHIP DEADLINES LAUNCHES ONLINE**

LOS ANGELES – September 4, 2008 - [The CLIC Network](http://www.theclanic.net) (www.theclanic.net) today released a major update to its comprehensive online calendar of college and financial aid deadlines in the U.S., in a bid to radically simplify how students plan for college.

“Until now, students and counselors had to track dozens of dates on scraps of paper, sticky notes and assorted Web sites,” said The CLIC’s CEO Donna Michelle “DMA” Anderson. “The risk was too big they would miss a critical deadline, so we have centralized all of that data in one interactive calendar on our site.”

The CLIC Calendar currently includes regular, early and late application deadlines for more than 2,000 four-year colleges and scholarship organizations, as well as college fairs, test dates and special events for hundreds of secondary schools and programs. The site’s data team regularly updates the calendar, and as schools and organizations register, they add their own deadlines and events.

The first-of-its-kind calendar appears on every home page on The CLIC, an online “goal network” that serves and connects students, families, secondary schools, colleges, scholarship groups and community programs throughout the college-bound process and beyond. As institutions add deadlines to their CLIC home page calendars, those dates instantly feed to the home page calendars of every student who is matched or subscribed to the institution, with mobile updates coming soon. “‘Back to school’ no longer has to mean ‘back to stress’ for college-bound students and their families,” added DMA. “Our one-stop shopping calendar already is a big hit.”

Registration on The CLIC is free for students (age 13 and older), family members, regionally accredited four-year colleges and non-profit financial aid and community organizations. The CLIC launched in beta in June 2008.

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Based in Sherman Oaks, CA, The CLIC Network was created by a TV producer and college access program director with a development team from Stanford University. The CLIC lets students and counselors [plan for college](#) and allows institutions to target and [recruit students](#) from a single home page on one free shared network.

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