

Summer Option for the College-Bound: Admissions Prep Camp

Kaplan and Education Unlimited Provide College Admissions Help to Meet Rising Summertime Demand

New York, N.Y. and Berkeley, C.A. (June 12, 2006) – Faced with an increasingly competitive college admissions landscape, a growing number of high school students are forgoing the beach and using the historically lazy days of summer to prepare and get a leg up in the college admissions process. To accommodate the mounting demand for admissions assistance in the summertime, Kaplan Test Prep and Admissions and Education Unlimited have joined forces to launch two camp-based prep programs on the University of California – Berkeley campus for rising high school juniors and seniors.

Marrying the experience of the leader in test prep and admissions with the capability of an organizer of substantive academic enrichment camps, the programs – “College Admission Prep Camp Intensive” and “Summer Focus” – are designed to introduce college-bound students to the preparation and application process.

Students enrolling in the six-week long Summer Focus program, which kicks off on July 1st, take an actual U.C. Berkeley class for college credit and have the opportunity to take an array of electives such as Kaplan SAT prep, surfing, and a literary tour of the Bay Area. College Admission Prep Camp Intensive, which debuts on July 28th, is an immersive eighteen day program tailored toward helping students get the most out of the college admission process, with classes including Kaplan’s SAT prep, application essay writing, and college counseling.

“Today’s teens usually have full schedules during the school year, so many are finding summer to be their best opportunity to really navigate the college prep and admissions process,” said Mark Ward, President of SAT programs at Kaplan Test Prep and Admissions. “The camp environment gives them an opportunity to explore their options, in a focused but social setting, so they can devote concentrated time and energy towards preparing themselves for the challenges ahead.”

The programs are relevant for all types of students – from first generation college seekers looking for guidance; to students from large, under-resourced public schools working to close the gap in their preparation; to those from high-achieving private schools seeking an edge.

“The camps’ purpose is to build students’ skills and confidence in a fun environment,” said Matthew Fraser, Executive Director of Education Unlimited. “Over the course of the summer, students will make tangible progress towards their college goals.”

More on the Programs

College Admission Prep Camp Intensive

- Timing: Runs July 28 - August 14 at U.C. Berkeley
- Curriculum: Immersive boot camp with 50 hours of SAT prep including 5 full-length practice exams, application essay writing taught by expert writing instructors, and college counseling led by two experienced college admissions counselors
- Relevant for: Rising 11 - 12 graders
- Cost: \$3,975, which includes room, board and excursions

Summer Focus

- Timing: Runs July 1 - August 12 at U.C. Berkeley
- Curriculum: A U.C. Berkeley summer session class for college credit, plus electives including Kaplan SAT prep, surfing, and literary tour of the Bay Area.

- Relevant for: Rising 11 - 12 graders
- Requirements: A minimum 3.0 GPA, letter of recommendation, and an interview
- Cost for domestic students: \$6,400-\$6,650, which includes room, board and excursions. (Specific price depends on units and electives selected.)

Interested families may contact Education Unlimited at 800-548-6612 or at camps@educationunlimited.com, or by visiting <http://www.educationunlimited.com/apply/apply.html>.

About Kaplan Test Prep and Admissions

Kaplan Test Prep and Admissions (www.kaptest.com), a division of Kaplan, Inc., is a premier provider of educational and career services for individuals, schools and businesses. Established in 1938, Kaplan Test Prep and Admissions is the world leader in the test prep industry and has served millions of students in nearly 70 years. With 3,000 classroom locations worldwide, a comprehensive menu of online offerings and a complete array of books and software, and private tutoring options, Kaplan offers preparation for more than 80 standardized tests in the U.S. and the U.K., including entrance exams for secondary school, college and graduate school, as well as English language and professional licensing exams. Kaplan also provides college and graduate admissions consulting services.

About Education Unlimited

Since 1993 Education Unlimited (www.educationunlimited.com) has run the nation's leading summer academic enrichment programs, including the new CAPC Intensive, the original College Admission Prep Camp, summer study at UC Berkeley called Summer Focus, Sally Ride Science Camps, Public Speaking Camps crafted by college debate coaches, and the East Coast College Tour.

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