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**Hobsons and HACU Partner to Publish Fifth Hispanic Student Regional Guide**

*New college guide helps schools reach college-bound Hispanic students in fast-growing Midwest region*

CINCINNATI – **Hobsons**, a leader in Hispanic college-bound student publishing, will partner with the **Hispanic Association of Colleges and Universities (HACU)** to add a fifth regional college guide to its highly successful line of college resource guides specifically for Hispanic students. The *College-Bound Hispanic Student Guide – Midwest Edition*, which will be released in 2008, will join a national Hispanic guide and the current regional lineup of guides for California, New York, Texas, and the Southwestern states.

Hobsons' *College-Bound Hispanic Student Guide – Midwest Edition 2008* will provide students with information about colleges that actively recruit Hispanic students in Midwestern states, including Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

The guide will also provide valuable information about campus life and experiences from students at campuses across the Midwest, as well as editorial content from Hobsons about HACU, the college search process, financial aid, and scholarship information. This valuable information helps students learn more about college in general, as well as pinpoint an institution where they will succeed.

“According to the U.S. Census Bureau, the Hispanic population in the Midwest is growing four times faster than the national average,” said Craig Heldman, president of Hobsons U.S. “This new guide is a comprehensive resource for the growing number of Hispanic students and their families in the Midwest —encouraging them to learn more about the college application and admissions process, financial aid opportunities, and campus life to further their education at the college level.”

Hobsons will distribute copies of the guide to high schools across the Midwest, and to students through various college fairs across the country. Counselors will be able to request additional free copies through an order form on Hobsons' CollegeView.com Web site.

“The Hispanic population continues to be the largest and fastest-growing minority group in the United States, and with that growth, there is a continued need for resources to educate students about college choices,” said HACU President & CEO Antonio Flores. “The addition of the Midwest to the regional editions of the *College-Bound Hispanic Student Guide* offers a way for institutions to reach talented students in a region where the Hispanic population is growing the fastest.”

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Colleges and universities interested in participating in this publication should contact Domestic Sales Manager Clay Bond at (800) 927-8439, ext. 6048. High school educators and counselors who would like more information on the products and services Hobsons provides should visit [www.CollegeView.com](http://www.CollegeView.com).

### About Hobsons



Headquartered in Cincinnati, Ohio, Hobsons U.S. has partnered with colleges and universities to enhance and empower institutions' enrollment and admissions efforts. Through domestic, international, and graduate publishing products for students, as well as Web sites & enrollment technology solutions for schools, Hobsons U.S. helps colleges and universities to elevate their enrollment strategies efficiently, effectively, and easily. Hobsons U.S. is the U.S. division of Hobsons Global, which is the leading provider of global education and careers information, services, and research. For more information, please visit us at [www.hobsons.com](http://www.hobsons.com).

### About HACU



The Hispanic Association of Colleges and Universities (HACU), was established in 1986 with a founding membership of 18 institutions. Today, HACU represents more than 450 colleges and universities committed to Hispanic higher education success in the United States, Puerto Rico, Latin America, Spain, and Portugal. Although their member institutions in the United States represent less than ten percent of all higher education institutions nationwide, together they are home to more than two-thirds of all Hispanic college students. HACU is the only national educational association that represents Hispanic-Serving Institutions (HSIs). For more information, visit [www.hacu.net](http://www.hacu.net).

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