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Hobsons Selected as Exclusive NACCAP Partner in Higher Education

Hobsons to feature Christian publishing tools and college search with NACCAP institutions

CINCINNATI – **Hobsons**, a leader in Christian college-bound student publishing, will unite with the **North American Coalition for Christian College Admissions Professionals (NACCAP)** to become its exclusive partner in the publishing and college search fields. Through the NACCAP partnership, prospective college students and their families can gain information on member schools, in order to continue their Christian educational track at the college level.

The Hobsons' *Christian Colleges Guide* will feature information on NACCAP and Council for Christian Colleges and Universities (CCCU) member schools, as well as a listing of all NACCAP student fairs. NACCAP distribution of the *Christian Colleges Guide* puts information about the top Christian colleges and universities in the hands of more than 30,000 Christian students each year.

Hobsons is also building a Christian college search on its leading student Web site, **www.CollegeView.com**, featuring NACCAP and CCCU member schools. The search will be featured in CollegeView's Christian enrollment solutions section, allowing students to find information immediately on schools that match their unique interests and beliefs.

"Every year, thousands of students from high schools across the country look for information about continuing their Christian education at the college level," said Craig Heldman, president of Hobsons U.S. "NACCAP's partnership with Hobsons' guides and CollegeView.com gives students the most comprehensive information on Christian institutions, from the most trusted names in higher education enrollment."

Colleges and universities interested in participating in the *Christian Colleges Guide* should contact Chris Zahumensky, National Sales Director, at (800) 927-8439, ext. 6055. Corporations interested in becoming a Hobsons Partner may contact Theresa Pacella, Director of Business Development, at (800) 927-8439, ext. 1885. High school educators and counselors who would like more information on the products and services Hobsons provides should visit **www.CollegeView.com**.

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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.

About NACCAP

The North American Coalition for Christian Admissions Professionals (NACCAP) is comprised of admissions and guidance personnel from almost 250 Christian high schools, liberal arts colleges and universities, Bible colleges, graduate schools and seminaries throughout North America. NACCAP strives to advance enrollment in Christian higher education through administering the National Christian College Fairs. Over 100 fairs are hosted around North America each year to bring students and Christian institutions together.

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