



# HILLSDALE COLLEGE

PURSUING TRUTH · DEFENDING LIBERTY SINCE 1844

**FOR IMMEDIATE RELEASE**

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**Hillsdale College Earns Honors at 32nd Annual Educational Advertising Awards**

*College receives three gold and two silver awards for marketing and advertising work*

Hillsdale, Mich. — Hillsdale College was honored for its work at the [32<sup>nd</sup> Annual Educational Advertising Awards](#), which honors higher education institutions for their marketing and advertising initiatives and campaigns. This year represents the first time the College has been recognized in these categories, which included work such as its newly designed website and various integrated marketing materials, college viewbooks, and promotional videos.

“It’s an honor to be recognized for all the hard work that the greater team has put in over the past few years to emphasize Hillsdale’s classic image,” said Matt Schlientz, vice president for marketing at Hillsdale College. “We have a great team in place and we couldn’t be happier with this year’s results. We have a lot of exciting work yet to do, and we look forward to continuing to radiate the activity of the College to audiences across the country with strategic and creative content that inspires action.”

**Gold Award**

- Total Integrated Marketing Campaign (newly designed [website](#), student viewbook, mini-viewbook, athletic viewbook, liberal arts brochure, parents’ brochure, and search brochure)
- Athletic Viewbook
- Television Advertising: Series

**Silver Award**

- Admissions Video: Special Video Production

**Merit Award**

Student Viewbook

This year, the Education Awards received over 2,250 entries from over 1,000 colleges, universities, and secondary schools from all 50 states and several foreign countries.

**About Hillsdale College**

Hillsdale College, founded in 1844, has built a national reputation through its classical liberal arts core curriculum and its principled refusal to accept federal or state taxpayer subsidies, even indirectly in the form of student grants or loans. It also conducts an educational outreach effort promoting civil and religious liberty, including a free monthly speech digest, *Imprimis*, with a circulation of more than 3.6 million. More information available at [Hillsdale.edu](#).

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