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THE PURPOSE CHALLENGE

Win Up To \$25,000 For College

Hey there!

I'm very excited to let you know that the host of The Harbor by Jostens, Mike Smith, has become an ambassador for something really exciting for your students called the [Purpose Challenge](#)!

It's an awesome campaign to help high school seniors find their purpose in life, write better essays for their college applications and apply for the chance to win [\\$25,000](#) in scholarship money.

What's awesome is that the Purpose Challenge is grounded in research from UC Berkeley's Greater Good Science Center and it features [a free online resource](#) with engaging video content, reading materials and brief written exercises. Their toolkit provides step-by-step guidance on how to write a meaningful college essay and students can then submit their completed essays in a [contest](#) to win up to \$25,000!

I'd love for you to share this opportunity with your students so we can see one of our kids get that scholarship! If you have any questions, please contact the Purpose Challenge team at opportunities@purposechallenge.org.

-Ryan



How will you make your mark on the world?

Unlock tools to help you discover your life purpose and make your college essay count. There's also a chance to win up to \$25,000 in college scholarships!

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