



To view this newsletter on our website or to access it in a different file format (i.e. HTML, plain text, Word or PDF), please visit: icanaffordcollege.com/en-us/aboutus/pressroom

A Little Bit of Magic! The California Community Colleges “I Can Afford College” Campaign Releases New Ads

Have you been patiently awaiting the next great “I Can Afford College” commercial from the California Community Colleges? Remember how you couldn’t get the jingle from the last commercial out of your head – the one you rapped along to on the radio while driving around town? Well, the wait is finally over! It’s been five years since our last video and radio ad was released, and now the “I Can Afford College” financial aid awareness campaign is back online and on the airwaves with a new, catchy tune that begins with the lyrics, “Hey, just visit today!”

The radio ad, which is also the audio track for the video, is a musical throwback to the 1960s funk genre but blended with the melody and harmony of today’s pop music. This new beat is sure to grab your attention, and then the next thing you know, you’ll be singing along!



Instagram star Zach King directs the crew on the set of the filming of the new video at Cerritos College.

The video that accompanies the radio ad was produced in partnership with American social media star Zach King. You may know King from his popular YouTube channel and his highly creative, technical and visual “magic Instagram videos” that are digitally edited and feature magic tricks.

Most of the video was shot on the Cerritos College campus in Norwalk, California over the course of two days. If you watch the video closely, you’ll see a cameo by Zach King himself.



An action shot of the talent featured in the new video during filming.

“It’s exciting to be involved with the California Community Colleges on such a creative project,” said King. “The new ad encourages people to consider college as a way to follow their dreams and create a better life for themselves. It’s cool to be able to use video, and the tricks I’ve had so much fun creating, to raise awareness about the value of a college education and the fact that there’s money available to help cover the costs.”

The new video ad can be found at [“A Little Bit of Magic.”](#)

Be sure to “like” us on Facebook (www.facebook.com/icanaffordcollege), and follow us on Twitter (<https://twitter.com/icanafrcollege>) and Instagram (<https://www.instagram.com/icanaffordcollege>). You’ll be able to stay on top of community college and financial aid news, important deadlines and information, as well as hear about upcoming contests and promotions. We hope you’ll connect with us soon and join the conversation.



www.icanaffordcollege.com

1-800-987-ICAN (4226)

You can subscribe to the “I Can Afford College” newsletter by emailing your request to ican@ccco.edu

About the California Community Colleges

The California Community Colleges is the largest system of higher education in the nation composed of 72 districts and 113 colleges serving more than 2.1 million students per year. Community colleges supply workforce training, basic skills education and prepare students for transfer to four-year institutions. The Chancellor’s Office provides leadership, advocacy and support under the direction of the Board of Governors of the California Community Colleges. For more information about the community colleges, please visit <http://californiacommunitycolleges.ccco.edu/>



The California Community Colleges “I Can Afford College” campaign is a statewide, financial aid awareness initiative sponsored by the state of California. The purpose of the campaign is to educate current and prospective students about the year-round availability of financial aid at California’s 113 community colleges to help pay for fees, books, supplies and sometimes even rent. Since the campaign launched in the 2003-04 academic year, it is estimated that more than 4 million people have visited the icanaffordcollege.com website and the number of community college students receiving some type of financial aid has increased by 90.7%.