



Friends,

Earlier this month, President Obama announced the [College Promise Advisory Board](#), which will be chaired by Dr. Jill Biden, and their [Heads Up America Campaign](#). Heads Up America is a grassroots effort to spread the word about the importance of investing in community college. Heads Up America calls on everyone to join the movement to make two years of community college free for students who are willing to work for it across the country.

**Today, the White House is promoting the results Heads Up America's and Dr. Biden's efforts -- a public service announcement from Heads Up America, featuring Chris Rock, Amandla Stenberg, Louis CK, other stars, and community college students and alumni. Attached you'll find some graphics that we are using to spread the word. Feel free to use them or spread the word with your own message using #HeadsUpAmerica.**

#### TAKE ACTION:

1. Check out the PSA: <https://youtu.be/1xum7mHK6js>



2. Give America a Heads Up with your message for why two years of community college should be free for responsible students using #HeadsUpAmerica. Tweets we will be sending through White House Channels are below.

You can learn more and watch the President's video at <http://headsupamerica.us/Act/>. Thanks so much for your support.

Best,  
The White House Office of Public Engagement

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**What White House Channels will be Tweeting:**

Watch @ChrisRock, @AmandaStenberg, and others share why they support #FreeCommunityCollege <http://HeadsUpAmerica.us/Act> <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>

RT if you agree: It's time to make two years of community college free for responsible students <http://HeadsUpAmerica.us/Act> <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>

Watch some familiar faces share why it's time to make two years of community college free <http://HeadsUpAmerica.us/Act> <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>

[@POTUS's](#) #FreeCommunityCollege plan could benefit 9 million students per year. Watch <http://HeadsUpAmerica.us/Act> <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>

The average college graduate has \$28,000 in debt. It's time to change that <http://HeadsUpAmerica.us/Act> #HeadsUpAmerica <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>

It's time to make community college as free and universal as high school. Learn more at <http://HeadsUpAmerica.us/Act>. <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>

Learn more about how we can make two years of community college free for responsible students. #FreeCommunityCollege <https://amp.twimg.com/v/bba215dd-672b-4d30-95e5-7a61cdd28045>