Why Not Us? follows the journeys of four students—all first in their families to go to college—as they travel across the country to interview inspiring leaders who were also first in their families to pursue higher education.

Hitchhike along as the the road-trippers gain hope and wisdom from trail-blazers like Girl Scouts of America CEO Anna Maria Chávez, Grammy Award-winning singer John Legend, and AT&T CEO Randall Stephenson. Inspired by the stories of those who've gone before them, the road-trippers are empowered to embrace opportunity and ask, "why *shouldn't* we succeed?"

Useful Links

Roadtrip Nation Website: http://www.roadtripnation.com
Roadtrip Nation in Education: http://www.roadtripnation.org
"Why Not Us" Trailer: http://bit.ly/1GuvwNE
Follow Roadtrip Nation on Twitter: http://www.twitter.com/RoadtripNation
Like Roadtrip Nation on Facebook: http://www.facebook.com/RoadtripNation

Social Media: Facebook & Twitter

Here are some suggested posts that you can use with your social media outreach efforts.

For questions, please contact: Cameron Partridge (cameron@roadtripnation.com)

Facebook:

Being the first in your family to go to college is daunting, but rewarding. Watch Roadtrip Nation's documentary about being first-gen: http://bit.ly/1GuvwNE

Everyone deserves the chance to go to college. Watch Roadtrip Nation's new documentary about first-generation college students: http://bit.ly/1GuvwNE

Follow the journeys of 4 first-generation college students in the new documentary, "Why Not Us?":
http://bit.ly/1GuvwNE
Roadtrip Nation partnered with American Graduate and The College Board to follow the journeys of four first-generation college students: http://bit.ly/1GuvwNE

Twitter: Roadtrip Nation will be tweeting daily 10 days before launch, and 4 times within the 24 hours before the premiere.

Sample tweet copy:
Here's a sneak peek of @RoadtripNation & @CollegeBoard's new documentary, "Why Not Us?" http://bit.ly/1GuvwNE

It's not easy being first. Watch @RoadtripNation's new documentary about #firstgen students: #WhyNotUs http://bit.ly/1GuvwNE

Many successful people were the 1st in their families to go to college. "Why Not Us" shares their stories. Watch it April 29th on public tv.

Watch @johnlegend share his life story and career advice in @RoadtripNation's new documentary "Why Not Us." http://bit.ly/1GuvwNE

Hear @AnnaMariaChavez share advice with #firstgen college students in @RoadtripNation's new documentary "Why Not Us." http://bit.ly/1GuvwNE

.@RoadtripNation partnered with @amerigrad & @CollegeBoard to follow the journeys of 4 #firstgen students. http://bit.ly/1GuvwNE

What Roadtrip Nation is posting on Facebook:

4/10: Leader Quote Graphic
Graphic copy: "There will be times when you fall down, but your job is not to avoid falling down; it's to make sure that each time it happens, you get up and move in the only direction that matters—and that is forward." - Alejandra Ceja

4/15: Leader Quote Graphic
Graphic copy: "Everything that I've imagined would be so bad and would break me down has led me right here, strong." -Vienna Mbagaya, Founder, The Invisible Neighbors

4/22: Leader Quote Graphic

Graphic copy: "The greatest strength you have is your conviction about what you want to do and how you want to live your life." -Arne Duncan, US Secretary of Education
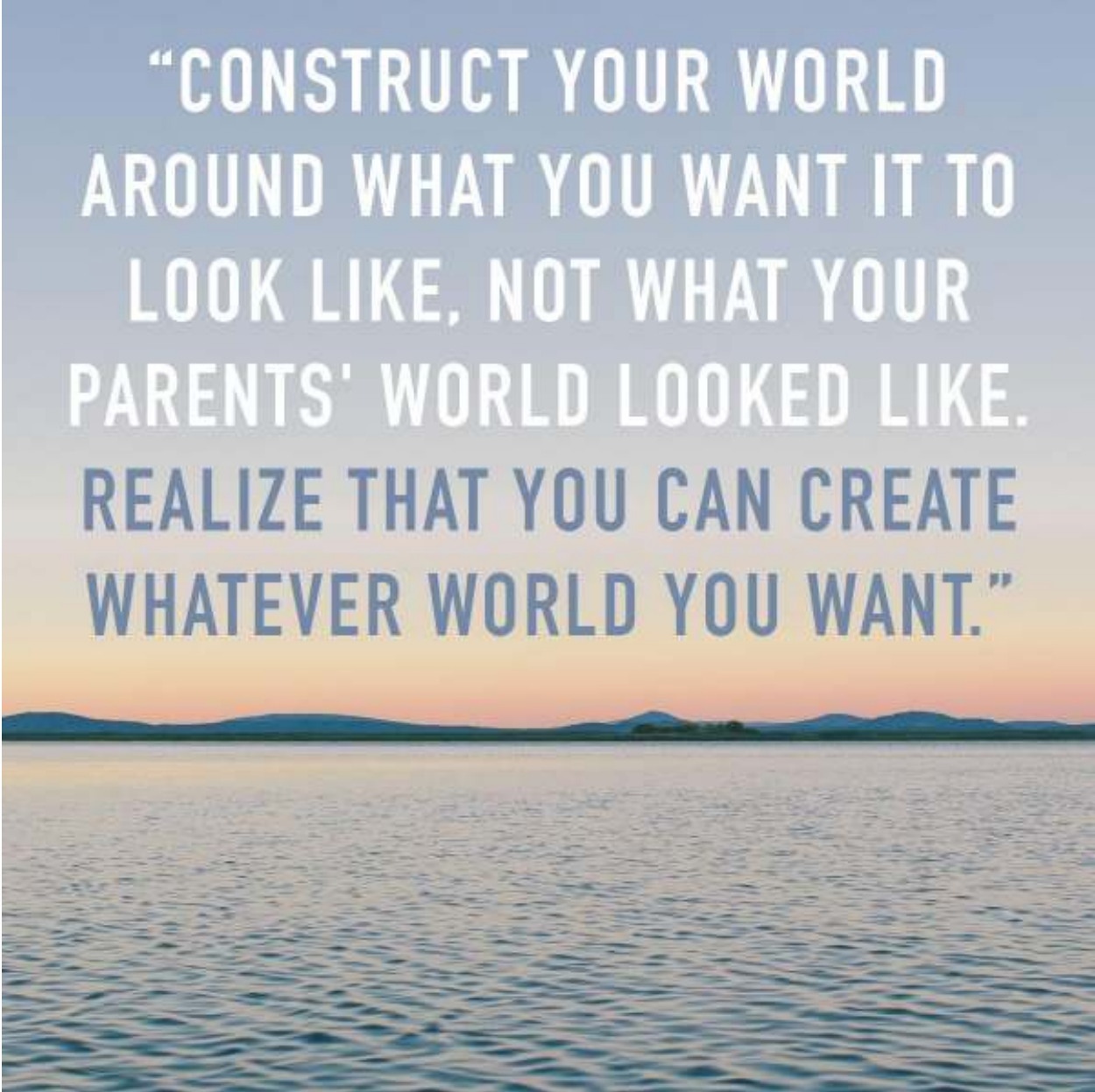
4/25 Leader Quote Graphic
Graphic copy: "We're all raised with the biases of our parents and our communities. More than anything, I believe what you should try to glean from college is learning how to think—and learning how to think independently." -Randall Stephenson, CEO, AT&T

Why Not Us Premiere Date:
Graphic: Movie Poster image
Post copy: Roadtrip Nation's new documentary, "Why Not Us?" premieres TONIGHT! Check it out: LINK

Extra Leader Quote Graphics:

"CONSTRUCT YOUR WORLD AROUND WHAT YOU WANT IT TO LOOK LIKE, NOT WHAT YOUR PARENTS' WORLD LOOKED LIKE. REALIZE THAT YOU CAN CREATE WHATEVER WORLD YOU WANT."

(Words of advice from actor William Allen Young.)

"I missed out when I was trying to fit in and be like everybody else. I missed out on my experience. *I missed out on myself.*"

-Vienna Mbagaya, *Founder, The Invisible Neighbors*