

**PLEASE POST AND DISTRIBUTE TO YOUR STUDENTS!
THE DEADLINE FOR ALL RECOMMENDATION LETTERS AND TRANSCRIPTS IS FRIDAY,
APRIL 1ST AT 5:00 P.M. EASTERN TIME.
QUESTIONS SHOULD BE SENT TO: scholarships@tourismcares.org**

Tourism Cares Academic Scholarship Application Opens
*\$70,000 in merit-based scholarships offered to students
aiming for a career in the travel industry*

Canton, MA, February 1, 2016 –[Tourism Cares](http://www.tourismcares.org) announces the opening of its 2016 Academic Scholarships Application. This year, up to 52 merit-based academic scholarships are offered, with awards ranging from \$1,000 to \$4,000 each and totaling up to \$70,000. Eligibility requirements include matriculating freshman and undergraduate students pursuing degrees in travel, tourism or hospitality in 2 or 4 year programs, as well as graduate students with a concentration in travel or tourism. Eligible students must be pursuing degrees at colleges and universities located in the United States or Canada. Some awards also have residency or citizenship requirements.

The application deadline is Friday April 1, 2016. The online application and a complete list of the available awards, amounts and eligibility rules can be found at:

<http://www.tourismcares.org/academic-scholarships/>

Students receiving Tourism Cares scholarships will be invited to participate in the *Tourism Cares Mentoring Program* at the NTA Travel Exchange, in St. Louis, Missouri in February, 2017, where students will be paired with industry professionals to learn hands-on sales and marketing tactics, build their professional networks and learn about career opportunities.

Tourism Cares invests in the future of our workforce, offering scholarships and mentoring programs to ensure that the best talent enters the travel industry, stays and excels to better serve the traveling public and our communities. The nearly \$1.9 million in endowed scholarship funds were established by individual and corporate donors as well as the travel and tourism industry associations NTA, the American Society of Travel Agents (ASTA) and the International Association of Travel Agents Network (IATAN).

About Tourism Cares

Tourism Cares, Inc., a US 501(c)(3) public charity, preserves and enriches the travel experience for future generations. Founded and supported by leading associations and companies in the travel industry, the Tourism Cares community invests its resources, talent and influence in three areas: we support underappreciated and at-risk destinations and communities; we invest in those entering the industry and professional development for emerging leaders; and we share travel corporate social responsibility knowledge and best practices so that individual businesses can best support their own causes. Learn more at www.TourismCares.org and @TourismCares.