

GenTX Day 2017 set for May 5

Austin, Texas, April 28, 2017 — The Texas Higher Education Coordinating Board (THECB), creators of the Generation Texas (GenTX) college-going movement, announced that GenTX Day 2017 will be held on May 5 in support of a statewide, daylong celebration to inspire students to pursue and achieve a higher education.

Last year there were 121 statewide #GenTXDay events that reached an estimated 42,263 students and parents. Those events generated a 68 percent participation increase over the previous year and included a high level of social media interaction, with more than 33,000 Twitter impressions and more than 25,550 Facebook impressions.

The THECB encourages students, schools and communities to accept the [GenTX Day 2017 challenge](#) that supports all students, especially high school seniors, in getting to and through college. There are many ways to participate:

- Organize a college tour that gives students an interactive, real-world college experience that inspires them to visualize a career goal and take the steps to achieve it.
- Participate in the #GenTXDay Student Video Challenge by sharing #GenTXDay messages, creating videos and posting to social media.
- Ensure every student wears a t-shirt promoting the college they choose to attend or branch of the military they will join, and principals, counselors, teachers, and staff from the high school are encouraged to wear apparel from their alma mater.
- Participate in the [GenTX Day contest](#). Go to <http://bit.ly/2oIE2WS> for contest rules and submission guidelines.
- Create a photo or video selfie and post it to your social media profile, include @GenerationTexas and the official hashtag #GenTXDay.
- Selected stories will be shared on our website at www.GenTX.org, [Twitter](#), and [Facebook](#).

GenTX supports the regional efforts and goals of the 60x30TX Texas Challenge to Reach Higher, which aligns with the national Reach Higher Initiative, to increase completion of college applications, FAFSA and college readiness indicators.

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THECB Mission Statement

The mission of the Texas Higher Education Coordinating Board is to provide leadership and coordination for the Texas higher education system and to promote access, affordability, quality, success, and cost efficiency through 60x30TX, resulting in a globally competitive workforce that positions Texas as an international leader.

About Generation TX

Generation TX is a statewide initiative supported by the Texas Higher Education Coordinating Board focused on creating a college-going culture across the state. Through GenTX Day, GenTX Week and other seasonal promotions, Generation TX is clarifying the path to college for Texas students and families by providing information on college and career readiness, college application and financial aid in a fresh and engaging manner.