

# CONCORDIA COLLEGE

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## NEW YORK

FOR IMMEDIATE RELEASE  
May 24, 2010

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### **Concordia College-New York Applications at All-Time High**

Bronxville, NY—As it concludes its 129th academic year by graduating its largest class for the second consecutive year, Concordia College has recently posted some very impressive numbers as it fills the classroom seats of its 2010 graduates.

According to Senior Director of Marketing, North Callahan, “In a word, Concordia is ‘hot’. Over the past four years, applications have increased 23%. This year, inquiries are up 37%, resulting in 24% more applications for the 2010 fall semester!” Callahan cites a broader marketing effort by the College and diligent personal communications efforts from the Admission staff

He states, “We have greatly increased our integrated marketing efforts in the last three years. Utilizing extensive electronic direct marketing, the Internet’s most popular college-search sites, social media sites such as Facebook, Twitter, and YouTube, along with radio and television ads, we’ve been able to reach not only a national audience but also a global one”.

Rob Piurowski, Director of Admission, comments, “Our team in Admissions has done a terrific job in developing relationships with our new incoming class. We have taken advantage of the opportunity to tell the Concordia story to so many more people—that of a dynamic, liberal arts college with faith-based traditions delivering excellence in academics within a supportive community. I look forward to welcoming this new group of scholars to our campus.”

This comes at an auspicious time, when Concordia is celebrating its centennial in the one-mile-square village and has been increasing its major areas of study, adding a post-graduate Nursing Program in 2008. This fall, new offerings include an undergraduate Nursing specialization, a Healthcare Administration course of study for Adult Education, and Health Studies for both undergrads and Adults.

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**Founded in 1881, Concordia College–New York is a private, coeducational liberal arts college which competes in NCAA Division II athletics.**