



FINANCE AND ADMINISTRATION CABINET
KENTUCKY HIGHER EDUCATION ASSISTANCE AUTHORITY

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FOR IMMEDIATE RELEASE

New College Info Road Show to debut at Kentucky State Fair

FRANKFORT, Ky. (July 28, 2026) — Kentuckians attending the state fair in Louisville Aug. 20–30, 2026 can pick up free student financial aid information at the new, updated College Info Road Show booth in the South Wing of the Kentucky Exposition Center.

The College Info Road Show is a mobile classroom sponsored by the Kentucky Higher Education Assistance Authority (KHEAA). The new vehicle includes iPad stations, seating for presentations and a large presentation screen for students to learn more about available college and career resources.

“I urge anyone interested in continuing their education after high school to take this opportunity to stop by the College Info Road Show at the fair to find out more about their options,” Executive Director Jo Carole Ellis said. “Improving college access statewide will only boost Kentucky’s economic progress in the years to come, and KHEAA’s mobile classroom helps envision a brighter future.”

Each day of the fair will feature “KHEAA Along Your Journey” presentations at 11 a.m. and 4 p.m. Presentation attendees will have the opportunity to tour the College Info Road Show and hear how KHEAA can support them in all the steps of their college journey.

The booth will also provide Free Application for Federal Student Aid (FAFSA) First Aid help with a registration link to schedule a one-on-one virtual counseling session with KHEAA Outreach staff.

In addition, KHEAA administers the KY Saves 529 program, which allows families to save for education costs. At the fair, students and parents can also register to win a \$529 education savings account from KY Saves 529, the state’s official education savings plan. For more information about KY Saves 529, visit kysaves.com.

KHEAA staff will be on hand to answer questions from students, parents, school counselors and other college access providers.

Visitors to KHEAA’s booth can pick up free copies of *Getting In, Future Forward, Thriving in College, Adults Returning to School* and other publications.

KHEAA is the state agency that administers the merit-based Kentucky Educational Excellence Scholarship (KEES) program, as well as need-based grants and other programs to help students pay their higher education expenses. Kentucky Lottery funds pay for many of those programs. For more information about Kentucky scholarships and grants, visit our [website](#); write KHEAA at PO Box 798, Frankfort, KY 40602; or call 800-928-8926.

KHEAA also administers the [KY Saves 529 program](#), which assists families in their effort to save for college.

KHEAA’s sister agency, Kentucky Higher Education Student Loan Corporation (KHESLC), offers students and their families [Advantage Education Loans](#) to help them achieve their dreams of higher education.

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