

## **MyKlovr and Financial Fitness Group Partner to Help Families Understand College Financing**

*College guidance platform will now support families concerned about paying for college.*

**(New York City, Feb. 19<sup>th</sup>, 2019)** – Recognizing that nearly three-quarters of U.S. families are concerned about paying for college as higher education costs continue to increase, [myKlovr](#) has partnered with Financial Fitness Group (FFG) to provide online educational financing resources for students and parents. MyKlovr provides the first-ever virtual college counseling platform powered by artificial intelligence to deliver personalized college planning services.

The average four-year tuition costs for public and private schools increased by 25 percent in constant dollars from 2005-2006 to 2015-2016, according to the National Center for Education Statistics. At the same time, from 2006 to 2016 the real median household income increased by only 3%, according to the Federal Reserve Bank of St. Louis. The average 2016 graduate has more than \$37,000 in student loan debt, which now represents the second largest debt category in the United States at \$1.9 trillion.

Providing financial e-learning, [Financial Fitness Group](#) has curated a dedicated library of content on topics such as education and employment, saving and paying for college, tuition plans, managing student loans and more. FFG's solutions will now be available at no extra charge to myKlovr users as yet another benefit to their membership.

*“Paying for college is a major hurdle for many, if not most families across the country. Financial concerns can prevent students from maximizing their potential and talents, even applying to and attending college,”* said Gustavo G. Dolfino, Founder and CEO of myKlovr. *“Partnering with Financial Fitness Group to share their expertise allows us to provide best-in-class financial training for education, while rounding out our holistic college counseling solutions.”*

*“Financial Fitness Group provides independent financial education to over 2 million people. We look forward to working with myKlovr and making available our exclusive tools and expertise to help more of the 16 million high school students in America achieve the college education of their dreams, without overwhelming student loan debt,”* said Miguel Vasquez, Chief Executive Officer of Financial Fitness Group.

MyKlovr was built so college-bound students and their parents can travel the journey to college admissions together, including college search, applications, financial preparation, and ultimately admission. It offers personalized, step-by-step guidance aiming to help students increase their chances of being admitted to the best college for them.

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### **About myKlovr**

[www.myklovr.com](http://www.myklovr.com)

A media division of Student Global, LLC, established in New York in 2016. MyKlovr is the first-of-its-kind virtual college counseling platform that utilizes predictive data analytics and artificial intelligence to increase every high school student's chances of college admission.

### **About Precision Information, DBA Financial Fitness Group**

[www.financialfitnessgroup.com](http://www.financialfitnessgroup.com)

Established in 1998, FFG developed a financial e-learning platform and actionable ecosystem designed to maximize engagement and improve financial aptitude, behaviors and confidence. As the industry leader, FFG provides financial education solutions for Financial Services, Public, and Employer organizations.

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