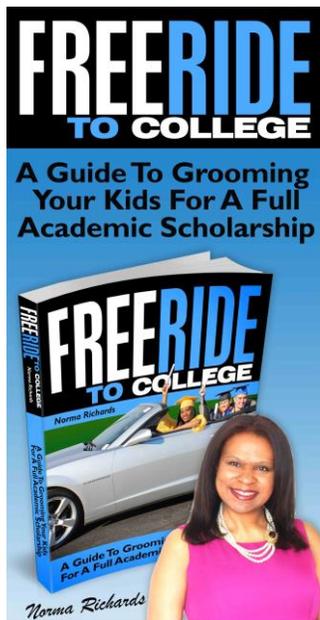


## Mom Sends 3 Kids to College on FULL Academic Scholarships and Writes Book to Help Other Parents Do the Same!

*Norma Richards is on a mission to help other parents alleviate the burden of college expenses so they can enjoy their golden years!*



Author | Educator | Speaker

**Columbus, Ohio**— In an amazing feat, one mom does the miraculous and sends *all* her children to college on FULL academic scholarships—saving her family close to a half million dollars in college expenses! Now, this mom is on a mission to help other parents do the same. Norma Richards’ new book, **“Free Ride to College: A Guide to Grooming Your Kids for Academic Scholarships”** outlines a simple plan to acquiring hundreds of thousands of dollars! ([www.FreeRidetoCollege.com](http://www.FreeRidetoCollege.com), November 2013)

“There are millions of dollars in scholarship money out there. The challenge is getting it. I’ve done the research. I’ve been through the time-consuming trial and error— and after three successful attempts— I’ve figured out *exactly* how it’s done. Now I have a responsibility to help other parents and students do the same!” Norma shares.

More than just an easy step-by-step guide, Norma’s book—and her accompanying workshops— are inspirational, and help parents to realize that a free college education for their children is actually within reach.

“My kids weren’t even your “typical” students,” Norma states. “In fact, one was labeled as a candidate for special education, another labeled as having Attention Deficit Hyperactivity Disorder (ADHD), and the youngest was almost legally blind. In spite of that, they each received full academic scholarships to college and matriculated in engineering,” Norma explains.

A “Free Ride to College” describes how, with the right approach and proven strategies, *any* parent and child can obtain scholarships they never dreamed possible.

“It’s not the *who*, it’s the *how*.” Norma iterates. “*Any* student can do what’s required to acquire academic scholarships. My children have proven that,” Norma states.

If there’s a science to acquiring a full academic scholarship to college—three “free-riders” later—this former science teacher has proven it. “Free Ride to College” is a hypothesis that works!

Norma Richards’ indispensable book, **“Free Ride to College: A Guide to Grooming Your Kids for Academic Scholarships,”** is available in eBook or in print at [www.FreeRidetoCollege.com](http://www.FreeRidetoCollege.com).

## About Norma Richards

Dubbed the “Free Ride to College Lady,” Norma Richards is a mother, wife and 30-year educator. Faced with the prospect of having to earn or borrow hundreds of thousands of dollars to send three kids to college, Norma thought, “there has to be a better way!” A microbiologist and science teacher by trade, Norma set out to prove the hypothesis that her three kids could be groomed to earn a full academic scholarship. Norma was right. Each of Norma’s three children attended college – in engineering– for free! Today, Norma travels the country inspiring, motivating and teaching parents and students how they too can earn a “Free Ride to College!”

To invite Norma Richards to speak or conduct a workshop, call 614-256-3470 or email [Speak@FreeRidetoCollege.com](mailto:Speak@FreeRidetoCollege.com). For an interview, contact Anita S. Lane at 313.447.9083 or [AnitaSLane@SenseiCommunications.com](mailto:AnitaSLane@SenseiCommunications.com).

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## WHAT PEOPLE ARE SAYING ABOUT “FREE RIDE TO COLLEGE!”

"The book has given me HOPE that my children can graduate from college and begin their adult lives without the overwhelming repayment obligation of the full cost of a college education."

-Marchelle E. Moore -Columbus Ohio

What a wonderful resource! [Free Ride to College] was engaging and informative. I could not put it down!

—Valerie R. of Ohio

Ms. Richards presentation on getting a Free Ride to College has changed my life!

—Melanee W. of Indiana

Free Ride to College by Norma Richards should be read by every parent and student!

—Joan Robinson of Ohio

“Your workshop and book made a huge positive impact on the students at our event!”

—Amy Hall, Community OutReach Director of DeVry University  
Columbus, Ohio

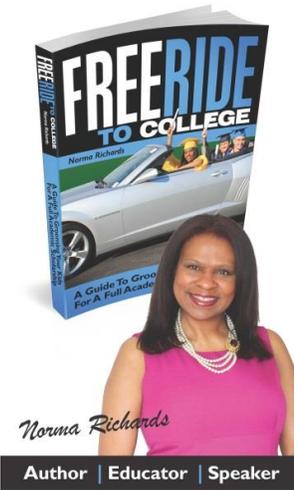
The Free Ride to College workshop was the best workshop I’ve ever been to!

— Jordan Harrison  
National Society of Black Engineers, Junior - Pre College Student

“All of our parents need to hear your presentation!”

— Dr. Brown, Math Teacher  
Northland High School - Columbus, Ohio

## NORMA RICHARDS BIO



What Norma Richards has accomplished is nothing short of a miracle. She managed to send her 3 children to college on FULL academic scholarships in engineering—saving her family close to a half million dollars in college expenses!

Now known as the “Free Ride to College Lady,” Norma Richards is on a mission to help other parents do the same. Norma’s new book, **“Free Ride to College: A Guide to Grooming Your Kids for Academic Scholarships,”** shares with the world, a simple plan to acquiring hundreds of thousands of dollars in scholarship money!

Faced with the prospect of having to earn or borrow hundreds of thousands of dollars to send three kids to college, Norma thought, “there has to be a better way!” A microbiologist and science teacher by trade, Norma set out to prove her hypothesis that her three kids could be groomed to earn a full academic scholarship—in spite of the fact that one child was labeled as a candidate for special education, another labeled as having Attention Deficit Hyperactivity Disorder (ADHD) and the youngest was almost legally blind.

This “miracle mom” let nothing stand in her way. She did her homework and discovered there really is a science to acquiring a full academic scholarship to college. Her three children have proven it—and Norma’s book, “Free Ride to College” is a hypothesis that works!

A native of Flint, Michigan, Norma is a successful entrepreneur and certified science teacher in the state of Ohio. She earned a bachelor of science in Microbiology from Howard University in Washington D.C., and has called Columbus, Ohio home for over 30 years.

Today, Norma travels the country inspiring, motivating and teaching parents and students how they too can earn a “Free Ride to College.” And without the burden of their kids’ college expenses, Norma and her husband now spend their time traveling the country, playing with their grandchildren and relishing quiet evenings enjoying HGTV and their favorite Turner Classic Movies!

*Free Ride to College: A Guide to Grooming Your Kids for Academic Scholarships*, is available in eBook or print by visiting [www.FreeRidetoCollege.com](http://www.FreeRidetoCollege.com). To invite Norma Richards to speak or conduct a workshop, call 614-256-3470 or email [Speak@FreeRidetoCollege.com](mailto:Speak@FreeRidetoCollege.com). For an interview, contact Anita S. Lane at 313.447.9083 or [AnitaSLane@SenseiCommunications.com](mailto:AnitaSLane@SenseiCommunications.com).

**[www.FreeRidetoCollege.com](http://www.FreeRidetoCollege.com)**