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## **COLLEGE INTERACTIVE NOMINATED TO PRESENT AT THE SBANE INNOVATION AWARDS**

**Canton, MA** (March 9, 2017) – College Interactive, a Boston-based software developer and higher education marketing and recruitment firm today announced their nomination to present at the Small Business Association of New England Innovation Awards. College Interactive has been selected as one of over 200 companies from the region to participate in this year’s program.

“We are excited to participate amongst a very select group of companies in New England”, says Rob Feldman, Founder and CEO of College Interactive. “It is important for us as a company to solidify our presence in the ed tech marketplace, and the SBANE Awards is one more way to continue to build our brand as a leader in innovation, and a knowledge leader within in the higher education community.”

### **About SBANE:**

SBANE feels that innovation is at the heart of economic prosperity and SBANE continues to recognize those companies that have transformed their innovative ideas into a product or service that delivers proven value to customers. The New England Innovation Awards Program was started in 1986 and, since then, almost 200 companies have won this prestigious award. Former nominees have come from varying fields such as technology, manufacturing, service, non-profit, and retail/distribution.

This prestigious award boasts some of the most recognizable companies (selected in their early stage of business) in its “Circle of Excellence.” Companies such as Staples, Nantucket Nectars, Ben & Jerry’s, Brooks Automation, Genzyme Corporation, Security Dynamics, Imagitas!, KRONOS, Aurora Imaging Corporation and iRobot have all won the New England Innovation Award.

### **About College Interactive**

College Interactive was born out of a third generation-owned, commercial printing company that services the higher education community in the New England area. Rob Feldman, founder and CEO, identified a downward trend in the effectiveness of print and other legacy communications for admissions marketing and student recruitment and formed College Interactive to develop a better way for students and colleges to ‘find’ and communicate with each other. “Colleges continue to rely upon traditional marketing channels such as print, web, email and phone to reach today’s tech oriented “Gen-Z” student prospects. College Interactive is transforming the college bound student experience and student recruitment for colleges and universities with its mobile app”, says Feldman. College Interactive is an extensive team of dedicated education professionals, with backgrounds in education technology, school counseling, admissions and enrollment management, student recruitment, and marketing communications. .

**For more information, visit [www.collegeinteractive.com](http://www.collegeinteractive.com).**

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