



American Student Assistance Wins Fifth Annual Anthem Gold and Silver Awards for Its Strategic Partnership with FREE TO DREAM, Proprietary Research on Teens Next Steps After High School, and Youth Career Readiness: The One-Question Podcast

BOSTON—November 18, 2025— The International Academy of Digital Arts & Sciences (IADAS) today announced the winners for the 5th annual Anthem Awards – the largest and most comprehensive social impact award, presented by the Webby Awards. American Student Assistance® (ASA), a national nonprofit at the forefront of changing the way kids learn about careers and prepare for their futures, is the recipient of four Anthem Awards in several categories including [Education, Art and Culture Campaign/Non-Profit Awareness Categories \(Gold\)](#), as well as [Education, Art & Culture/Partnership or Collaboration Community Engagement Categories \(Silver\)](#), for its strategic partnership with the FREE TO DREAM nonprofit organization; [Best PR or Earned Media Campaign under Awareness Categories, Education, Art & Culture \(Silver\)](#), for its proprietary research, "Next Steps: An Analysis of Teens' Post-High School Plans;" and [Podcast or Audio under Awareness Categories, Education, Art & Culture, for its Youth Career Readiness: The One-Question Podcast \(Silver\)](#). The Anthem Award winners were selected from over 2,000 submissions from 42 countries by leaders in the International Academy of Digital Arts & Sciences.

ASA partnered with nonprofit organization, [FREE TO DREAM](#), and the "I AM FREE TO DREAM" initiative – led by Academy and Grammy Award Winning Artist, actor, and activist, [Common](#) – to increase access to invaluable career exploration and skill-building experiences and resources for opportunity youth.

The research, "[Next Steps: An Analysis of Teens' Post-High School Plans](#)," which was announced in May 2025, uncovers evolving trends in teenagers' attitudes, perceptions, and decision-making about their post-high school plans, and the campaign has garnered nearly one million impressions to date.

The *Youth Career Readiness: The One-Question Podcast*, is co-hosted by Michael B. Horn and American Student Assistance® (ASA) President and CEO Julie Lammers. Launched in 2024, the podcast has more than 400,000 views. Recent interviews featured well-known guests including Ice-T, Colin Kaepernick, Stevie Van Zandt, Lou Holtz, Yo-Yo Ma, Common, John Pankow, Tanya Wright, and others.

"ASA is honored to have received numerous awards for our work and research in the youth career readiness arena. We look forward to the day when all U.S. youth, starting in middle school, including those from historically marginalized and excluded communities, have equal opportunity to explore, experiment with, and transition to their dream careers," said Julie Lammers, President and CEO, ASA.

"While we continue to navigate social and political challenges and disruptions, the winners of the 5th annual Anthem Award are a reminder that when we are united in collective action, great change can happen and truly make an impact for the better," said Patricia McLoughlin, Anthem Awards General

Manager. "Join me in congratulating all the Anthem Awards winners for their continued leadership, commitment, and contributions in supporting everyday humans, and for moving society forward."

About American Student Assistance® (ASA)

American Student Assistance® (ASA) is a national nonprofit at the forefront of changing the way kids learn about careers and prepare for their futures through access to career readiness information and experiences for all. ASA helps middle and high school students to know themselves—their strengths and their interests—and understand their education and career options so that they can make informed decisions. ASA fulfills its mission—in schools and beyond the classroom—by providing free digital experiences, including Futurescape® and EvolveMe®, directly to millions of students, and through advocacy, impact investing, research, thought leadership, and philanthropic support for educators, intermediaries, and others. ASA fosters a generation of confident, crisis-proof young people who are ready for whatever path comes next after high school. To learn more about ASA, visit www.asa.org/about-asa.

About The Anthem Awards:

Launched in 2021 by The Webby Awards, The Anthem Awards honors the purpose & mission-driven work of people, companies and organizations worldwide. By amplifying the voices that spark global change, we're defining a new benchmark for impactful work that inspires others to take action in their own communities. The Anthem Awards honors work across seven core causes: Diversity, Equity, Inclusion & Belonging; Education, Art & Culture; Health; Human & Civil Rights; Humanitarian Action & Services; Responsible Technology; and Sustainability, Environment & Climate. This season's partners and sponsors include AARP, Sustainable Brands, NationSwell, The Bloom, the Social Innovation Summit and TheFutureParty. The Awards were founded in partnership with the Ad Council, Born This Way Foundation, Feeding America, GLAAD, Mozilla, NAACP, NRDC, WWF, and XQ.

About The Webby Awards:

Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the Internet, including Websites and Mobile Sites; Video; Advertising; Media & PR; Apps & Software; Social; Podcasts; Games and AI, Metaverse & Virtual. Established in 1996, The Webby Awards received nearly 13,000 entries from all 50 states and over 70 countries worldwide this year. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include WP Engine, LinkedIn, Meltwater, NAACP, KPMG, Wall Street Journal, Vox Media, Deadline, AdAge, TechCrunch, The Hollywood Reporter, The Hustle, Morning Brew, Passionfruit, Embedded, Link in Bio, Creator Economy NYC, Creator Spotlight, AIGA, Vote Save America, and The Publish Press.