

# Want to **STAND OUT** From the Crowd?



## Learn a Critical Language!

Critical languages are those in high demand but with few highly-skilled speakers.

ARABIC • CHINESE • JAPANESE • KOREAN • PORTUGUESE • RUSSIAN



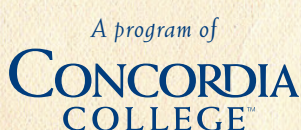
**Make your college application POP!** Colleges seek students who demonstrate perseverance. Critical languages require more time to develop proficiency. Commit to learning another language today!

**Get a great job!** 66% of employers report preference for a bilingual applicant, and you could earn up to 20% more with your language skills. All kinds of jobs, including law, finance, service, STEM, manufacturing and medicine, need those with language skills. Add a critical language to your resume and watch it rise to the top of the stack!



**Grow your brain!** Learning another language makes you smarter by improving memory and attention by over 20%, math skills by 12.5% and standardized test scores by 10%. Whether the Arabic abjad, Chinese logographs or Russian cases, critical languages challenge your brain to new heights in logic and problem-solving. Stellar SAT score, anyone?

**Play a role on the world stage!** Effective communication skills in critical languages are vital to diplomacy, business, government, non-profit organizations and the military. Job ads for those with language skills have doubled since 2010. Be a leader and make a real difference in the world!



#LivetheLanguage

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