



HILLSDALE COLLEGE

PURSUING TRUTH · DEFENDING LIBERTY SINCE 1844

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Hillsdale College Announces ‘Learn Like Charlie’ Campaign During TPUSA’s All-American Halftime Show

Anyone who wishes to learn will be able to study the classics, the American Founding, and the Bible by taking the same online courses that Charlie Kirk took.

HILLSDALE, Mich. — Hillsdale College announced the launch of its “Learn Like Charlie” campaign on Feb. 8 during Turning Point USA’s All-American Halftime Show. The campaign encourages people to take the same free Hillsdale College online courses that Charlie Kirk took and study the classics, the American Founding, and the Bible.

Charlie Kirk completed many of Hillsdale’s free online courses and often recommended them. By going to [LearnLikeCharlie.com](https://www.LearnLikeCharlie.com), Americans young and old are encouraged to take the courses Charlie took, including three favorites:

- “Constitution 101: The Meaning and History of the Constitution”
- “The Genesis Story: Reading Biblical Narratives”
- “American Citizenship and Its Decline”

Hillsdale College President Larry P. Arnn spoke at Kirk’s memorial service in September. He recalled telling a young Charlie that a good and true education is difficult but worthwhile:

“He said, ‘What should I do?’ And I said, ‘Well, you have to suffer. If you want to grow, you have to suffer. It’s hard to learn — into the night, crack of dawn in the morning. Start with the Bible. Read the classics. Study the founding of America. In those places you will find that there’s a ladder that reaches up toward God, and at the bottom of it are the ordinary good things that are around us everywhere.’”

...

“I thought I’d never hear from him again. Within a month, he got ahold of my cell phone number, and he texted me a copy of a certificate of completion of a Hillsdale College online course.”

...

“Charlie, you see, has suffered enough. He’s gone to the Lord. He deserves his reward.”

The campaign launched with a 60-second commercial during Turning Point USA’s All-American Halftime Show, encouraging all Americans to take the same courses Charlie took so they can pick up the mic and continue his legacy.

The commercial captures some of the public moments when Kirk recommended Hillsdale’s courses. In one clip, a caller to The Charlie Kirk Show said: “I listen to your podcast, I’m taking Hillsdale online courses,” to which Kirk replied, “Now that’s what I’m talking about. I love it.”

To view the commercial and begin learning like Charlie, click [here](#). For photos of Kirk at a Hillsdale College event, click [here](#). For still shots from the commercial, click [here](#). For a headshot of Dr. Arnn, click [here](#). For photos of Hillsdale College, click [here](#). For a high-resolution copy of the Hillsdale College clocktower logo, click [here](#).

About Hillsdale College Online Courses

Hillsdale College’s free, not-for-credit online courses feature lectures from the College’s faculty members across various disciplines, including politics, history, economics, religion, and literature. More than 5 million students have enrolled in an online course with Hillsdale College. For more information on Hillsdale College’s online courses, visit online.hillsdale.edu.

About Hillsdale College

Hillsdale College is an independent, nonsectarian, Christian liberal arts college located in southern Michigan. Founded in 1844, the College has built a national reputation through its classical liberal arts core curriculum and its principled refusal to accept federal or state taxpayer subsidies, even indirectly in the form of student grants or loans. It also conducts an outreach effort promoting civil and religious liberty, including a free monthly speech digest, *Imprimis*, with a circulation of more than 7.3 million. For more information, visit hillsdale.edu.

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