# **Sample Press Release**

(School Logo or Letterhead) [Apply Yourself Florida Logo]

FOR IMMEDIATE RELEASE

Media Contact: (Name of Coordinator)

(Position title of site coordinator)

(School name)

(School address)

(Phone number)

(Email)

(High school website)

**Title Example: [Name of High School] Helps More Seniors Complete College Applications**

**[Date][City]­** – On (DATE[S]), (NAME OF YOUR HIGH SCHOOL) will be holding (EVENT NAME).

The event is part of Apply Yourself Florida, a statewide initiative with the goal to give every student the opportunity to apply to college. During this event, students will apply to the college, university, or vocational schools of their choice. (NAME OF YOUR HIGH SCHOOL) will work with its seniors on (YOUR SCHOOL’S EVENT DATE/DATES) to complete and submit at least one college application.

(NAME OF SITE COORDINATOR OR SCHOOL PRINCIPAL), Apply Yourself Florida Site Coordinator for (NAME OF YOUR HIGH SCHOOL), expects more than (INSERT NUMBER) seniors to participate with the help of (INSERT NUMBER) volunteers from (INSERT SCHOOL STAFF, ADMINISTRATION, COLLEGES AND OTHERS WHO WILL HELP).

Apply Yourself Florida is coordinated at a state level by the Florida College Access Network, an organization that seeks to increase the proportion of Florida residents who hold a high-quality postsecondary degree or credential. This initiative is also part of the American College Application Campaign (ACAC), a national effort of the American Council on Education. ACAC began in a single high school in North Carolina in 2005. Since that time, ACAC has expanded to over 4,000 schools in all fifty states.

For more information about (NAME OF YOUR HIGH SCHOOL), please contact (NAME OF SITE COORDINATOR AND CONTACT INFO).

# **Newsletter Article: 250 Word Count Example**

Between football games, hanging out with friends, part-time jobs and writing papers, [NAME OF HIGH SCHOOL] seniors are also thinking of where they hope to be next fall. [NAME OF LCAN/HIGH SCHOOL] hopes every senior is currently making plans to attend a university, community college or vocational school next fall.

Why is attending college important for our seniors? According to projected job growth statistics, 65% of jobs by 2020 will require at least some college education. Currently, only 49% of Florida residents over 25 years old have a postsecondary credential or degree.

This October, [LCAN OR HIGHSCHOOL] is hosting [EVENT NAME]. Dedicated time and space will be set aside for volunteers and students to complete the application process together. For more information, [PROVIDE RESOURCES].

To apply for college, students will need their high school transcript, GPA, and standardized test scores. Many universities and colleges also require an essay or interview, so it is wise to start to prepare for this in advance. All state colleges (formerly known as community colleges) in Florida offer open enrollment with semester-based deadlines. Students should contact the school they are planning to attend for specific guidelines.

Through [NAME OF LCAN/ORGANIZATION/HIGH SCHOOL], we are committed to making sure every student has the opportunity and resources to pursue a postsecondary education, especially during the application process.