

**MAKE A DIFFERENCE DAY MEDIA RESOURCES
SAMPLE JOB CORPS
NEWS RELEASE FOR MAKE A DIFFERENCE DAY 2005**

(YOUR CENTER OR ORGANIZATION LETTERHEAD)

FOR IMMEDIATE RELEASE
(Date)

Contact: *(Name)*
(Organization)
(Phone Number)

***(YOUR CENTER OR ORGANIZATION) JOINS AMERICA'S LARGEST DAY OF
SERVICE***
(Subhead highlighting your specific plan)

(CITY/TOWN) On (**Saturday, October 22**), *(YOUR CENTER/ORGANIZATION)* will join an estimated two million people participating simultaneously in **Make A Difference Day** activities nationwide by *(DOING WHAT...WITH/FOR WHOM...WHERE...AND, IF APPROPRIATE, WHY -- SUM UP THE BASIC HIGHLIGHTS OF YOUR MAKE A DIFFERENCE DAY ACTIVITY TO COMPLETE THIS SENTENCE -- e.g. "tutoring first graders with America's Promise Community of Promise, building a handicap ramp at [name of] senior center, etc." Articulate how the project helps one individual (a personal story or why the community needs this project, to grab attention in this first sentence).*

1. Administered by the U.S. Department of Labor, Job Corps is the nation's oldest and largest residential job training program for economically disadvantaged young people aged 16-24.

Last year, 12,461 Job Corps students and staff at 119 Job Corps centers in 45 states, the District of Columbia and Puerto Rico participated in Make A Difference Day projects.

(YOUR CENTER/ORGANIZATION) is proud to be a part of Make A Difference Day for the *(XX)* year in a row. Make A Difference Day was created as a "national day to help others," and that's exactly what *(YOUR CENTER/ORGANIZATION)* will be doing on October 22.

(INSERT QUOTE FROM CENTER DIRECTOR/REP OF YOUR ORGANIZATION)

"Make A Difference Day provides Job Corps students *(or YOUR CENTER/ORGANIZATION)* with a unique opportunity to 'give something back' to our

community (or *NAME OF YOUR COMMUNITY*) by using their Job Corps training to benefit others. Each year, Job Corps teaches over 65,000 (*OR USE CENTER NAME AND APPROPRIATE NUMBER*) students the skills they need to become employable citizens. Job Corps training also furthers leadership development in our young people, and Make A Difference Day is a great way for our students to build their leadership skills through community service, “ said (*CD’S NAME*), Center Director.

- more -

Specifically, (*YOUR CENTER OR ORGANIZATION*) will (*DESCRIBE PLANNED ACTIVITIES in more detail, including WHO [how many volunteers, any VIPs?], WHAT [relevant info on what they’ll be doing], WHERE [specific physical location], WHEN [exact time], WHY [purpose/objective -- describe impact on local community and link to Job Corps mission]. Think in terms of “Why is this news?” and “Why would a reporter want to cover this?” when drafting your description*).

“INSERT QUOTE FROM STUDENT OR STAFF WHO WILL BE INVOLVED (if student - why they’re looking forward to it, how they’ll apply what they’ve learned in Job Corps; if staff - how it’s an opportunity to play a role in/give back to the community on behalf of Job Corps.),” said _____ (*NAME OF STUDENT OR STAFF*), ___ Job Corps student or ___ Job Corps staff member.

Over the last 41 years, Job Corps has provided opportunities to more than two million economically disadvantaged young Americans. This voluntary education and job training program offers vocational, academic and social skills training to students at 122 centers nationwide. For more information on Job Corps, visit <http://jobcorps.doleta.gov> (*OR INSERT LOCAL INFORMATION AS APPROPRIATE*).

Make A Difference Day is sponsored by USA WEEKEND Magazine in partnership with The Points of Light Foundation. A listing of local and national Make A Difference Day plans is available on-line at www.makeadifferenceday.com.

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INDICATE ANY SPECIAL TIME FOR MEDIA/PHOTO OPPORTUNITIES HERE

NOTE ANY VIPs WHO WILL TAKE PART

REPEAT ADDRESS AND ANY SPECIFIC DIRECTIONS IF NEEDED

***** IN FORMATTING YOUR RELEASE, MAKE SURE YOU USE 1.5 LINE
SPACING *****

MEDIA ADVISORY TEMPLATE

MEDIA ADVISORY

(Print on your letterhead)

WHAT: Make A Difference Day is America's largest day of service. Sponsored by USA WEEKEND Magazine in partnership with The Points of Light Foundation, Make A Difference Day inspires volunteers from all walks of life to give back to their local communities. Job Corps has been a national Make A Difference Day partner since 1999.

This year's participation means even more to Job Corps. Since 1964, Job Corps has been making a difference in the lives of economically disadvantaged young Americans. For 41 years, Job Corps, a voluntary education and job training program, has offered innovative vocational, academic, and social skills training to meet the ever changing needs of students at 122 centers nationwide. For more information on Job Corps, visit <http://jobcorps.doleta.gov> (*OR INSERT LOCAL INFORMATION AS APPROPRIATE*).

WHEN: Saturday, October 22, 2005 (Indicate specific time (s) as appropriate)

WHERE: (Indicate specific location(s) where Job Corps students will be volunteering)

WHO: (*provide #*) Job Corps students and (*indicate any other partner organizations or volunteers, as well as any VIPs*) will join more than two million Make A Difference Day volunteers nationwide. ****See attached for list of Job Corps student participants.**

FOR MORE INFORMATION, CONTACT:

(Your Name)

(Organization)

(Phone Number)

(E-mail Address)

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****SUGGESTION:** To personalize the story for the local media and build understanding of the Job Corps program, attach to the media advisory a list of all the Job Corps students taking part in the Make A Difference Day activity, including names, ages, hometowns and trades.

DIFFERENCE DAY/JOB CORPS TALKING POINTS for MEDIA QUESTIONS/INTERVIEWS

- Held annually on the fourth Saturday in October, Make A Difference Day is America's largest day of service. Each year on Make A Difference Day, millions simultaneously help others, and millions of lives are changed forever.
- Sponsored by USA WEEKEND Magazine, in partnership with The Points of Light Foundation, Make A Difference Day inspires volunteers from all walks of life to give back.
- This year's event - the 15th annual - will take place on Saturday, October 22 and is expected to involve more than two million individuals, organizations, and businesses from around the country.
- Job Corps is proud to be a national Make A Difference Day partner, along with organizations including America's Promise, Boys and Girls Clubs of America, Habitat for Humanity, AmeriCorps and the Senior Service Corps.
- This is Job Corps' seventh year as a national partner.
- OFFER DESCRIPTION OF YOUR CENTER OR ORGANIZATION AND ITS MAKE A DIFFERENCE DAY ACTIVITY - MENTION NUMBER OF STUDENTS, PARTNERS (IF ANY) AND GOALS/RESULTS OF PROJECT
- Community service is a critical part of the Job Corps experience, which focuses on comprehensive academic, vocational and social skills training. Service allows Job Corps students to give back to their communities, practice what they're learning in Job Corps and build self-esteem, teamwork and leadership skills.
- Established in 1964, Job Corps is the nation's largest education and training program for economically disadvantaged young people, ages 16-24. With 122 Job Corps centers in 48 states, the District of Columbia and Puerto Rico, this national program serves over 65,000 young people per year. *(Provide similar information on your local center as appropriate.)*

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(Parent or Guardian must sign for a minor.)

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Name (Printed)

ACKNOWLEDGEMENT:

I have read this document and it was fully explained to me by an Employment and Training Administration representative.

WITNESS: _____ SIGNATURE: _____

(Parent or Guardian must sign for a minor.)