

SAMPLE JOB CORPS NYSD RELEASE—SEND AFTER EVENT

(YOUR CENTER OR ORGANIZATION LETTERHEAD)

FOR IMMEDIATE RELEASE
(Date)

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

(YOUR CENTER OR ORGANIZATION) ANSWERS THE YOUTH SERVICE CALL

(Subhead highlighting your specific plan and the 40th Anniversary theme)

*(CITY/TOWN) On (Friday, April 20, Saturday, April 21, or Sunday, April 22), (YOUR CENTER/ORGANIZATION) joined an estimated 2 million young Americans participating in **National Youth Service Day** (NYS) activities nationwide by (DOING WHAT... WITH/FOR WHOM... WHERE... AND, IF APPROPRIATE, WHY— SUM UP THE BASIC HIGHLIGHTS OF YOUR NYSD ACTIVITY IN A PHRASE—e.g., “tutoring elementary school students with America’s Promise”).*

INSERT QUOTE FROM CENTER DIRECTOR/REP OF YOUR ORGANIZATION “NYS 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 more than 70,000 (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 NYS is a great way for our students to build their leadership skills through community service.”

(YOUR CENTER OR ORGANIZATION) (DESCRIBE ACTIVITIES in more detail, including WHO [how many volunteers, any VIPs?], WHAT [relevant info on what they did], 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?/why would a reporter want to cover this?/why would a viewer/listener/reader want to know about this?” when drafting your description.)

INSERT QUOTE FROM STUDENT OR STAFF WHO WAS INVOLVED (if student—why they enjoyed it, how they applied what they learned in Job Corps; if staff—how it was an opportunity to represent Job Corps and play a role in/give back to the community).

SUGGESTION: To personalize the story for your local media, consider attaching a list of all Job Corps student volunteers, including names, ages, hometowns, and trades.

Over the last 42 years, Job Corps has made a difference in the lives of more than 2 million economically disadvantaged young Americans. Through a willingness to embrace and welcome change, this voluntary education and job training program, for young people ages 16-24, continues to offer innovative career technical, academic, and social skills training to students at 122 centers nationwide. For more information on Job Corps, visit <http://jobcorps.dol.gov> (*OR INSERT LOCAL INFORMATION AS APPROPRIATE*).

NYSD was founded in 1988 to recognize the year-round service and volunteering efforts of millions of young Americans; recruit a new generation of participants and supporters of youth service; and promote young people as resources to their communities.

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- Note any VIPs who took part
- In formatting your release, make sure you use 1.5 line spacing