

SAMPLE JOB CORPS PRESS RELEASE

In formatting your release, make sure you use 1.5 line spacing.

(YOUR CENTER OR ORGANIZATION LETTERHEAD)

FOR IMMEDIATE RELEASE
(Date)

Contact: *(Name)*
(Phone Number)

(YOUR CENTER OR ORGANIZATION) CASTS JOB CORPS' SHADOW ON ANNUAL GROUNDHOG JOB SHADOW DAY

(CITY/TOWN) - As the groundhog gets ready to look for his shadow, *(YOUR CENTER/ ORGANIZATION)* will join thousands of employers and students around the country who are taking part in Groundhog Job Shadow Day on Monday, February 2, 2009. Since 1996, this initiative to engage students in the world of work has paired student “shadows” with “workplace mentors” to introduce students to the workplace and demonstrate the connection between academics and careers. The goal of Groundhog Job Shadow Day is to match more than one million young people with workplace mentors. On behalf of Job Corps, *(YOUR CENTER OR ORGANIZATION)* will join national event sponsors and students, businesses, and community members in the *(NAME OF TOWN/CITY)* area on Monday, February 2, in providing valuable workplace experience to students.

(Indicate any special time for media/photo opportunities here. Note any VIPs who will take part – elected officials, community leaders, or local celebrities. Provide address and any specific directions, if needed.)

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

“Groundhog Job Shadow Day provides a unique opportunity to make the world of work come alive for our young people--and that’s what Job Corps is all about. Each year, Job Corps teaches approximately 60,000 *(OR USE CENTER NAME AND APPROPRIATE NUMBER)* students the skills they need to become employable. Job Corps understands the importance of making the connection between center classrooms and employer workplaces, and Groundhog Job Shadow Day offers our students another opportunity to do just that.”

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Specifically, *(YOUR CENTER OR ORGANIZATION)* will *(DESCRIBE PLANNED ACTIVITIES including Job Corps student shadows, local students/community members on center, and contractors/staff serving as workplace mentors. Think in terms of “why is this news?” when drafting your description and make sure it answers who, what, where, when, why, and how).*

(INSERT QUOTE FROM STUDENT OR WORKPLACE MENTOR WHO WILL BE INVOLVED) If student — why he or she is looking forward to participating; if mentor - how it’s an opportunity to contribute to the community and its young people).

For information about Groundhog Job Shadow Day, please go to www.jobshadow.org.

For information on Job Corps admissions, call (800) 733-JOBS (5627) *(OR USE LOCAL INFORMATION AS APPROPRIATE)*. For general information, access the Job Corps Web site at <http://jobcorps.dol.gov>.

Over the past 42 years, Job Corps has provided opportunities to more than 2 million at-promise young Americans. Administered by the U.S. Department of Labor, this voluntary, residential training program offers educational, career technical, and social skills training to students aged 16 to 24 at 122 centers nationwide, including the District of Columbia and Puerto Rico. Each year, Job Corps serves approximately 60,000 young people.