

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, during the week of February 2, 2014. Since 1999, this initiative to engage students in employment settings has paired student “shadows” with “workplace mentors” to demonstrate connections between academic and technical skills to careers. The goal of Groundhog Job Shadow Day is to match more than 1 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 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 workplace come alive for our young people – and that’s what Job Corps is all about. Each year, Job Corps trains approximately 60,000 *(OR USE CENTER NAME AND APPROPRIATE NUMBER)* students for the skills they need to be employable and successful on the job. Job Corps understands the importance of making the connections between center-based classrooms and employer workplaces, and Groundhog Job Shadow Day offers our students another opportunity to do just that.”

Sample Job Corps Press Release

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/she is looking forward to participating; if mentor - how it’s an opportunity to contribute to the community and its young people).

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>.

For almost 50 years, Job Corps has provided opportunities to more than 2 million young people. Administered by the U.S. Department of Labor, this voluntary, residential training program offers educational, career technical, and social skills training to youth ages 16 to 24 at 125 centers nationwide. Each year, Job Corps serves approximately 60,000 young people so that they are prepared for jobs in high-demand fields and/or advanced education.

Another useful media outreach tool is the **Media Advisory**. This is best used as a reminder after the release has been sent out, and should be distributed just prior to the event. A Media Advisory includes basic information, presented in the following format:

[SEE NEXT PAGE]

Sample Job Corps Press Release

MEDIA ADVISORY

(Print on your letterhead - NO MORE THAN 1 PAGE)

WHAT: Groundhog Job Shadow Day is a national initiative that provides students with opportunities to get an up-close look at the workplace setting by “shadowing” workplace mentors as they go through their work day. Job shadowing gives young people a chance to see how the skills learned at school relate to the workplace.

WHEN: Week of February 3, 2014 *(Indicate day(s)/times as appropriate)*

WHERE: *(Indicate workplace(s) and/or center locations where Job Corps students will be shadowing and/or where staff will be hosting shadows. Provide specific addresses and directions, especially if many students will be shadowing at one workplace.)*

WHO: Job Corps students and *(indicate the company name(s) of participating employers, in addition to the names of any high-profile participants)*

FOR MORE INFORMATION, CONTACT:

(Name)

(Organization)

(Phone Number)

###