

**SAMPLE JOB CORPS GYSD/EARTH DAY 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)*

*(CITY, St.)* – On *(PLACE DATES)*, *(YOUR CENTER/ORGANIZATION)* joined an estimated 2 million young people participate in **(GYSD AND/OR EARTH DAY)** activities nationwide. By *(DOING WHAT...WITH/FOR WHOM...WHERE...AND, IF APPROPRIATE, WHY – SUM UP THE BASIC HIGHLIGHTS OF YOUR GYSD ACTIVITY IN A PHRASE* – e.g., “tutoring elementary school students with America’s Promise”), *(your center name)* students demonstrated their commitment to addressing the needs of their community and its citizens.

*INSERT QUOTE FROM CENTER DIRECTOR:* “GYSD/Earth Day provides Job Corps students with an 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 provides training and support to more than 60,000 young people. Job Corps also teaches social skills and encourages leadership development, and GYSD/Earth Day 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. It would also be beneficial to include pictures from the event.***

For 50 years, Job Corps has made a difference in the lives of more than 2.6 million economically disadvantaged young Americans. Through willingness to embrace and welcome change, this voluntary education and job training program for young people ages 16 through 24 continues to offer innovative career technical, academic and social skills training to students at 125 centers nationwide. For more information on Job Corps, visit <http://www.jobcorps.gov> (*OR INSERT LOCAL INFORMATION AS APPROPRIATE*).

Global Youth Service Day was founded in 1988 as National Youth Service Day to recognize the year-round service and volunteer efforts of millions. It was created to recruit a new generation of participants and supporters of youth service, and to promote young people as community resources.

Earth Day founder was founded in 1970 by Gaylord Nelson, then a U.S. Senator from Wisconsin, after witnessing the ravages of the 1969 massive oil spill in Santa Barbara, California. Inspired by the student anti-war movement, he realized that if he could infuse that energy with an emerging public consciousness about air and water pollution, it would force environmental protection onto the national political agenda.

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