

Contact: <NAME>
<COMPANY>
Phone: _____
Fax: _____

Mailing Address
City, State Zip
Website

<COMPANY>

PRESS RELEASE

<SHORT ATTENTION GRABBING HEADLINE>

<SECONDARY HEADLINE WITH HOOK>

<LOCATION>, <Month Day, Year>: <Opening paragraph with summary of topic of press release, and a newsworthy item that will be elaborated on>

<2-3 paragraphs of information on your summer jobs program, including a description of the problem the program is addressing>

<Include a profile of a youth who is participating and how he/she is benefiting. Also highlight a business that is employing a youth and why they are supporting the program. Include quotes where possible.>

Insert any of the key message as appropriate:

- Nationally, over 5 million young people ages 16 to 24 are both out of school and out of work - a statistic with dire economic and social consequences. Our youth workforce investments help prepare young people for post-secondary education and career-ladder employment.
- There has been a nearly 40% decline in youth employment over the past 12 years. We partner with the business community to provide meaningful, paid work experiences to help young people develop the skills necessary to succeed in today's world of work.
- Youth who work are more likely to return to school, have a job in subsequent years, and earn more money over the course of their lives. They are also less likely to engage in crime and other high-risk behaviors.

<Include a paragraph that this is part of Workforce Development Week – an effort by the Workforce Development Council of the US Conference of Mayors to promote the efforts of Workforce Development Boards across the country.

FOR RELEASE <TIME, DATE>