

# Sample Follow-up Press Release 2



FOR IMMEDIATE RELEASE

**Month, ##, 2013**

For more information, please contact:

**Name, Title, School**

**Phone**

**E-mail Address**

## **Iowa College Application Campaign to be Held [Dates] at [School Name]**

*Program provides hands-on assistance to help students take the first big step toward continuing education*

**CITY, IA., Month XX, 2013-** [Name of Your High School] will participate in Iowa College Application Campaign, a statewide program sponsored by the Iowa College Student Aid Commission. It is part of a national effort to encourage high school seniors to start the college application process.

As part of Iowa's college access initiative, [Name of Your High School] will work with its seniors to complete and submit at least one college application during events being held [Your School's Event Dates and Times].

The goal of the program is to get more students applying to Iowa colleges early in their senior year. During this event, students may apply to any of Iowa's 15 community colleges, 3 public universities, and the more than 30 independent colleges and universities in which they are interested.

[Name of Site Coordinator or School Principal], College Application Campaign event Site Coordinator/Principal for [Name of Your High School], expects more than [Insert Number] seniors to participate with help of volunteers from [Insert School Faculty, Administration, Colleges, Community Organizations that will help].

"College Application Campaign can open the door for students by encouraging them to take a significant step toward college," stated Karen Misjak, executive director of the Iowa College Student Aid Commission, the state agency sponsoring the program. "As educational attainment increases, income also increases and the percent of Iowa's population living in poverty decreases, explained Misjak. "With nearly two-thirds of Iowa's fastest growing occupations requiring training or education beyond high school, [Name of High School] is helping to prepare their students for sustainable future careers in the state."

More information about College Application Campaign is available at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov) or by contacting the Iowa College Student Aid Commission at 877-272-4456. For more information on [Your High School Name]'s involvement in College Application Campaign, please contact [Name of Site Coordinator or School Principal] College Application Campaign Site Coordinator/Principal at [insert email or phone number].

Note: You can download a version of this letter in Microsoft Word at [www.IowaCollegeAid.gov](http://www.IowaCollegeAid.gov).

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