

# Sample press release

You can also adapt this release to send it after the event as a follow-up story. If you have pictures from your school's College Application and Exploration Week event, it is a good idea to provide them to the newspaper along with the release. Just be sure you have the permission of anyone who is pictured!

---

**For Immediate Release:** <date>

**Contact:**

<Name, Title>

<Organization>

<Phone>

<Email address>

## NEWS RELEASE

### <School> to celebrate statewide "College Application and Exploration Week"

<CITY>, W.Va. – Name of School/Organization has signed on to participate in West Virginia's state-wide "College Application and Exploration Week" to be held October 30-November 3. During the week, the school will host activities to help students learn about and apply to postsecondary education programs, including certificate programs, workforce training and apprenticeship programs, two-year degree programs, four-year degree programs and military service.

During the week, <insert other activities that are occurring, such as door decorating contests, parent workshops, or college colors days.>

College Application and Exploration is organized by College for West Virginia (CFWV), an initiative coordinated by the West Virginia Higher Education Policy Commission to help students go to college and succeed. Students and families can learn more about colleges and careers and submit college applications by visiting West Virginia's free college-planning website, [www.CFWV.com](http://www.CFWV.com).

- ### -

**Related social media hashtags:** #WhyIChose #IApplied #CollegeBoundWV

**Related Twitter feeds:** @CFWV