

SKILLSUSA NATIONAL SIGNING DAY

Sample Press Release

A press release is another effective method to gain media attention for your event. A press release can be shared with local media, shared by your industry partners or sent to key stakeholders. Use the template below as a guide to develop your own press release that is customized to your organization and industry.

Send your press release out two weeks before your event.

NEWS RELEASE from [Name of School]

FOR IMMEDIATE RELEASE

Name:

Phone:

Email:



Local SkillsUSA Students Participate in National Signing Day on May 6 to Celebrate Skilled Careers

Event recognizes students pursuing a career in the skilled trades

[City, State] — Students and teachers at [NAME OF SCHOOL] have teamed up with SkillsUSA and its industry partners to celebrate SkillsUSA National Signing Day on May 6. SkillsUSA National Signing Day is a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future.

During our event, [insert number of students] students will be recognized by administrators, teachers, elected officials, advisors, family, friends and more as they sign letters of intent committing to pursue skilled career paths, just as thousands of other high school and college/postsecondary SkillsUSA students will be doing in their own Signing Day events across the country.

By empowering the next generation of skilled professionals and career-ready leaders, SkillsUSA and our committed partners are closing the skills gap while highlighting the amazing opportunities that exist in fulfilling, lucrative and in-demand skilled careers.

"We want to thank our community for supporting SkillsUSA National Signing Day," says [school administrator NAME, TITLE]. "This program celebrates our career and technical education students and acknowledges their commitment to skilled career pathways. Signing Day is a powerful example of a program that elevates the perception of skilled careers for the incredible opportunities they offer our students, both personally and professionally."

Learn more about SkillsUSA National Signing Day at signingday.skillsusa.org.

About SkillsUSA

SkillsUSA is the #1 workforce development organization for students, empowering them to become skilled professionals, career-ready leaders and responsible community members. SkillsUSA represents more than 444,000 career and technical education students and teachers in middle schools, high schools and college/postsecondary institutions nationwide. Those members represent 130 in-demand occupational areas, from 3-D animation to welding. A vital solution to the skills gap, SkillsUSA has served over 15 million members since its founding in 1965. Learn more at skillsusa.org and follow us on Facebook, Instagram, X and LinkedIn.

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