

[school logo or letterhead]

FOR IMMEDIATE RELEASE

Contact: (Name of site coordinator)

(School name)

(School address)

(Phone number)

(Email of contact person)

(High school website)

Virginia College Application Week to be held at (Name of High School)

Location: (Name of Your High School) will participate in Virginia College Application Week, during the week of October 21 – 25, 2024. The initiative is part of the Level Up Virginia campaign designed to guide senior high school students through 1) gaining college knowledge, 2) applying and 3) financing the college processes, in preparation for fall enrollment. Virginia College Application Week is step number two in the initiative, assisting Virginia's students and families in applying to college. High schools across the state, including (Name of Your High School), will host application events and provide support services during the Week.

As part of Virginia's college access initiative, (Name of Your High School) will provide concentrated support services to eligible seniors on (Your School's Event Date(s)) to help them each complete and submit at least one college application. This event will “ ”(quote from administrator and/or staff).

The goal of the program is to increase the number of eligible Virginia high school students applying to a post high school opportunity early in their senior year. During this event, students will have the opportunity to apply to any of Virginia's 24 public two-year colleges, 15 public four-year universities, 70 private non-profit institutions and over 250 other non-public schools, as well as any out-of-state institutions in which they are interested.

(Name of Site Coordinator), Virginia College Application Week Site Coordinator for (Name of Your High School), expects more than (Insert Number) seniors to participate with the help of volunteers from (Insert school staff, administration, college and community resources and others who are assisting).

This initiative is part of the American College Application Campaign (ACAC), a national initiative that is an effort of ACT's Center for Equity in Learning. Virginia has been a participant in the national campaign since 2012. Virginia College Application Week is coordinated by the State Council of Higher Education for Virginia, in partnership with the Council of Independent Colleges in Virginia and Educational Credit Management Corporation.

For more information: (Insert local website link or an email address)

