

## Customizable Press Release

### For Immediate Release

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### **"Grads of Life" Campaign Encourages Employers to Think Outside of the Box for Potential Employees**

#### **New initiative motivates businesses to consider non-traditional, qualified candidates to fill more than 4 million open positions in the United States**

**[Insert City] [Insert Date]**– There are more than 4 million open positions within the United States, and businesses are in need of qualified workers to fill these critical positions. At the same time, despite this need, businesses often overlook a talent pool of 6 million young adults, also known as opportunity youth, who are qualified for internships, mentorships, and entry-level positions, but lack traditional educational credentials and/or steady work experience.

Although many employers are open to the concept of alternative hiring practices, the current candidate screening process is largely built around points of elimination and a series of assumptions. This causes many of the country's young people to encounter barriers gaining employment without a college education.

The "Grads of Life" campaign raises awareness of a solution to the growing problem – with the goal of changing perceptions of opportunity youth and evolving social norms so that various "pathways to employment," which include mentoring, school-to-work partnerships, internships, and other hiring opportunities, are widely recognized and integrated as one of several talent strategies used by competitive, best-practice employers.

"The creation of these partnerships does more than just provide a job for a young adult. It gives an opportunity for an overlooked member of society to take on professional responsibility and reposition themselves on the path to a better future. Not to mention, this creates a pool of industry specific skilled workers." [or other quote from PARTNER representative]

The "Grads of Life" campaign was created by a collaboration of nonprofits partners including Year Up, the Employment Pathways Project, New Options Project, MENTOR: The National Mentoring Partnership, Opportunity Nation, Public Private Possibilities, ConPRmetidos, and Young Invincibles. These organizations, in collaboration with an extensive network of partners nationwide, are well-equipped to shift perceptions of opportunity youth and arm employers with the information, tools, and connections needed to learn more and develop pathways to employment for young people.

The campaign portrays "Grads of Life" as young adults of unique determination and experience, ready to fit in with a company as an intern, mentee, or entry-level employee. They stand ready to show the world that sometimes the best candidates aren't the ones you're used to, but exactly who your company needs.

[Insert quote from organization and/or company CEO]

#### **ABOUT "GRADS OF LIFE":**

The "Grads of Life" campaign seeks to address the opportunity divide in the United States, the gap between the 6 million young people without access to employment or educational opportunities, and more than 4 million vacant positions businesses are in dire need of filling. To close this divide, a coalition of partners including Year Up, the Employment Pathways Project, New Options Project, MENTOR: The National Mentoring Partnership, Opportunity Nation, ConPRmetidos, Public Private Possibilities, and Young Invincibles worked with the Ad Council to create this campaign designed to shift employer's perceptions of opportunity youth and

support employer's evolving business practices to include these talented, young adults. To learn more about the "Grads of Life" please visit: [GradsofLife.org](http://GradsofLife.org).

**ABOUT [INSERT ORGANIZATION NAME]:**

[Insert boilerplate language]