



mediaevent

**FOR IMMEDIATE RELEASE**

*[INSERT DATE HERE]*

*[INSERT CONTACT INFORMATION HERE]*

## **[Insert your organization name] Celebrates Educate & Elevate California Campaign with Local Adult Education Event**

**What:** Insert information about event

**Who:** Insert information about who will be speaking, facilitating, attending, and/or providing interviews

**When:** Insert date/time

**Where:** Insert venue location

**Why:** By 2018, 63 percent of all U.S. jobs will require education beyond high school. Yet, in California, 18 percent of those aged 25 and older do not have a high school diploma or its equivalent. In 2016, the statewide annual average unemployment rate for this population was 8.2 percent. Immigrants comprise a disproportionately large percentage (36 percent) of this population. The poverty rate for California individuals without a high school diploma is 26 percent, which is 10.3 percent higher than those with a high school diploma and 15 percent higher than those with some college or an associate degree.

*(Insert name of event)* is part of the Educate & Elevate California campaign to increase awareness about the impact that adult education has on the whole community and California's ability to thrive in the 21<sup>st</sup> century.

**PHOTO OPPS:** Insert who will be available for photos and interviews

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