



**FOR IMMEDIATE RELEASE**

*[INSERT DATE HERE]*

*[INSERT CONTACT INFORMATION HERE]*

## **[INSERT YOUR ORGANIZATION'S NAME] JOINS EDUCATE & ELEVATE CALIFORNIA CAMPAIGN TO RAISE AWARENESS ABOUT ADULT EDUCATION**

*[Insert your city and state]* – *[insert your organization's name]* joins adult educators in a statewide campaign, called Educate & Elevate California, to proactively educate communities about the importance of adult education and show how it is an important investment in California's economic future. Adult education programs focus on preparing adults to successfully reach their educational goals and/or enter the workforce.

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.

The campaign represents California K-12 and community college adult educators who synergistically work with workforce and education partners, community stakeholders and industry through the state's Adult Education Block Grant (AEBG). Seventy-one (71) regional consortia under AEBG ensure that adult students are prepared for life, for work and to support their families and strengthen communities, no matter where they are in their educational journey.

*[insert quote from adult education leader; example noted here]* "AEBG regional consortia transition students to postsecondary education, jobs and better career paths, all driven by collaboration between our community partners to move students out of poverty," said *[insert name/title of adult education leader]*.

More than *[insert # for your region]* people are enrolled in adult education courses across *[insert your region]*. One of those adult learners in our local community is *[insert name of learner]*. *[insert success story that includes: name, age and background of subject, his/her job prior to attending adult education classes, what classes he/she took and his/her job after attending adult education classes]*

The Educate & Elevate California campaign seeks to raise awareness among students and businesses across the state about the importance of adult education in local communities. Learn more about the campaign at [www.EducateandElevateCalifornia.org](http://www.EducateandElevateCalifornia.org).

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*(Insert organization's byline if applicable)*