# SAMPLE: Local News Release

**NEWS RELEASE (School logo)**

## For Immediate Release

(Date)

**Contact:**

(Name)

(Phone Number) (Email Address)

#### (School Name) Celebrates Careers in Construction Month

(CITY, State) — Students and faculty in the (name of program) at (school name) will celebrate Careers in Construction Month from October 1 – October 31, 2020.

Among the activities included are (name, date, place of event open to the public).

Careers in Construction Month occurs every October as a nationwide campaign designed to increase public awareness of the opportunities available in the construction industry. It is a time to recognize all the hard‐working, highly skilled men and woman who build America and inspire our youth to choose a successful career in the industry.

“Construction is a great career for people who want to put their passion and dedication into creating amazing things,” Kayleen McCabe, contractor and TV host, shared at the 2018 SkillsUSA National Leadership and Skills Conference.

(INSERT QUOTE)

For additional information about (school name), contact (media contact) at (phone or email).

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**NEWS RELEASE**

## For Immediate Release

Date

**Contact:**

Jennifer Wilkerson 888.622.3720 ext. 6908

marketing@nccer.org

#### Build Your Future Celebrates Careers in Construction Month!

ALACHUA, Fla.— Founded by NCCER and Build Your Future (BYF), Careers in Construction Month occurs every October to increase public awareness and inspire the next generation of construction craft professionals.

With shortages of skilled craft professionals increasing across the country, now is the time to promote and support construction careers in every state. Take the time to appreciate all the hard working, highly‐ skilled men and woman who build America and motivate our youth to choose a successful career in the industry.

Careers in Construction Month encourages local schools, contractors and organizations to partner locally to host construction career events and programs. Collaboration between education and industry is paramount in facilitating an open dialogue between potential industry recruits and contractors, and construction career events that include stakeholders from both areas have been highly effective. In fact, 85 percent of students surveyed by BYF stated that their interest in the industry increased after learning about construction at career days.

“The future of the construction industry is in our nation’s youth. By dedicating a month to construction careers, we hope to promote recognition among parents, teachers and students about the rewarding career opportunities available in construction,” states Don Whyte, CEO of NCCER.

BYF offers a number of online resources for organizations interested in getting involved in Careers in Construction Month, including posters, flyers and brochures, craft trading cards and more! BYF also encourages organizations to register their events and submit career day photos for additional promotion.

Educators, employers and industry associations are urged to write their legislators and governors to request official state proclamations recognizing the month of October as Careers in Construction Month. A proclamation guide and sample request are provided at byf.org/cicm.

To learn more, visit byf.org. For the latest news and updates on career events visit facebook.com/BYFcampaign and follow twitter.com/buildyourfuture.

***About NCCER*** *— NCCER is a not‐for‐profit 501 (c)(3) education foundation created by the construction industry to develop standardized curriculum with portable credentials and to help address the skilled construction workforce shortage. NCCER is recognized by the industry as the training, assessment, certification and career development standard for the construction and maintenance craft professional. For more information, visit nccer.org or contact NCCER customer service at 888.622.3720.*

***About Build Your Future –*** *Build Your Future (BYF) is NCCER’s national image enhancement and recruitment initiative for the construction industry. Its mission is to recruit the next generation of craft professionals by making career and technical education a priority in secondary schools, shifting negative public perception about careers in the construction industry and providing a path from ambition, to training, to job placement as a craft professional. BYF provides a number of resources to assist industry, education and military organizations in achieving these goals. For more information, visit byf.org.*

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# SAMPLE: Public Service Announcement/Special Event Announcement

**Public Service Announcement/Special Event Announcement**

## For Immediate Release

(Date)

**Contact:**

(Name)

(Phone Number) (Email Address)

#### (Name of event) Celebrates Careers in Construction Month

(CITY, State) — The Careers in Construction Month Council of (City) has announced it will host (event) on (date) at (location, including address).

This event is free and open to the public beginning at (time).

The event will feature (list appropriate guests, free products and/or activities). (Insert quote about the purpose of the event from council member.)

(Name of event) is sponsored by (list sponsors).

Careers in Construction Month occurs every October as a nationwide campaign designed to increase public awareness of the contributions of our nation’s craft professionals. It is a time to recognize all the hard working, highly skilled men and woman who build America and motivate our youth to choose a successful career in the industry.

“Construction is a great career for people who want to put their passion and dedication into creating amazing things,” Kayleen McCabe, contractor and TV host, shared at the 2018 SkillsUSA National Leadership and Skills Conference.

For additional information about (name of event), contact (media contact) at (phone or email).

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