Template Business Partnership Press Release

Once you have secured a partnership between a business and a Linked Learning pathway, you can use this press release to publicize the announcement. Customize the information to help give the flavor of the partnership. Be sure to include at least one quotation from a district official and a business leader explaining why this is important, why it matters, and why it is exciting.

Once you have the final press release, consider distributing it to local news media, including local bloggers. Also be sure to post the final press release in the news section of your website, the business’s website, and the school or district’s website.

For Immediate Release: Contact:

[DATE] [CONTACT NAME]

[CONTACT PHONE]

[CONTACT EMAIL]

**[BUSINESS] PARTNERS WITH [SCHOOL] ON INNOVATIVE APPROACH TO EDUCATION**

*[BUSINESS] starts internship program with local school to tie learning to real-world experience and help prepare California’s future workforce*

**[CITY, STATE]** — Beginning [DATE], [BUSINESS] will begin implementing an internship program for local students at [HIGH SCHOOL] as part of the school’s Linked Learning pathway. The opportunity to gain real-world experience in [CAREER FIELD] will be combined with rigorous academics to help prepare them to succeed in college and career.

“Partnering with [BUSINESS] will give [SCHOOL] a unique opportunity to make sure that our students have an experience that can help better prepare them for the future,” said [NAME], principal of [HIGH SCHOOL]. “Our goal for the internship program is to help students apply the academic skills they are learning in school to solve real-world issues and, ultimately, show them how their high school education directly relates to their career interests and aspirations. We want students to be able to answer the age-old question of ‘why do I need to learn this?’”

[BUSINESS’s] internship program is part of a successful and increasingly popular approach to education that is transforming schools in the state of California called Linked Learning. Linked Learning pathways work by integrating rigorous academics with career-based learning in real-world professional workplaces to provide students with the skills and knowledge they need to succeed in college and career. By making education a personally-relevant, engaging experience, Linked Learning shows students exactly how their high school education leads to their next academic stage or career steps.

The involvement of the business community is critical to making Linked Learning work. Employers provide essential work-based learning opportunities for students. Successful Linked Learning pathways require the involvement and contributions of business leaders who can ensure that pathways offer students opportunities to interact with professionals in California’s top industries in real-world settings and to gain a clear understanding of what they need to do to be successful in any postsecondary education program or career.

“We’re excited to be giving [COMMUNITY] students more exposure to one of California’s major industries and giving them a better understanding of the types of career paths and jobs that are available to them,” said [NAME], [TITLE] at [BUSINESS]. “We view this internship program as an investment in potential future [BUSINESS] employees by helping students develop the skills and knowledge they will need to succeed in college and career. This solution can help us ensure we have enough workers with the necessary training and credentials to fill the increasingly skilled jobs our company and economy demands.”

[INSERT DESCRIPTIVE PARAGRAPH ABOUT THE SPECIFIC BUSINESS AND INTERNSHIP PROGRAM]

To learn more about the [BUSINESS] internship program or how you can become involved in Linked Learning in your own community, please contact [NAME] at [CONTACT INFORMATION] or visit the Linked Learning website at [www.LinkedLearning.org](http://www.LinkedLearning.org).

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[INSERT BOILERPLATE LANGUAGE ABOUT ORGANIZATION/SCHOOL RELEASING ANNOUNCEMENT]

[INSERT BOILERPLATE LANGUAGE ABOUT BUSINESS PARTNER]