**Sample Press Release for use in your local media to promote activities taking place during College Awareness Week. Please personalise to include the details of your event(s), and adapt quotes accordingly. If you are issuing a photo with the release, make sure to include a caption. And delete this paragraph!**

For immediate release:

Day, November XX, 2021

**[INSERT NAME OF SCHOOL/AREA] celebrates College Awareness Week 2021!**

**[INSERT NAME OF SCHOOL/ ORGANISATION/ AREA] organises [INSERT ACTIVITY HERE] to mark College Awareness Week**

* **College Awareness Week (CAW) is taking place from November 22nd to November 28th 2021**
* **The CAW campaign promotes the benefits of a post-secondary education plan for all, supports students to become “college ready”, and showcases local role models**
* **For further information, visit** [**www.collegeaware.ie**](http://www.collegeaware.ie/)

Insert name of school/area] will celebrate/celebrated College Awareness Week by holding [insert details of event(s)].

[Insert any further details from event, people involved etc.]

Insert name of spokesperson from school/community said, “We are delighted to be part of a nationwide campaign to promote the importance of post-secondary education. There are lots of options out there and College Awareness Week encourages people of all ages to consider further education as part of their future.”

CAW aims to inspire and inform all students in Ireland about the importance of having a post-secondary education plan. It advocates for students to have the choice to pursue the course best suited to their interests, abilities, and dreams, whether that is a PLC qualification, an apprenticeship or a university degree.

CAW is supported by the National Association of Principals and Deputy Principals, and many other organisations such as the Institute of Guidance Counsellors, the Union of Students in Ireland, and the Irish Union of Second Level Students.

Each year, events take place across educational institutions and places of learning, including schools, colleges, libraries, youth clubs, and organisations in the community education sector. The campaign now involves 50% of DEIS schools and 30% of all schools nationally. Last year, CAW saw over 1,300 events taking place with over 130,000 students positively impacted. CAW 2021 is expected to continue to bring even more participants on board, with events from Malin Head to Mizen Head, and a strong focus on communities where participation in Higher Education remains below average.

To launch the campaign, four native Irish trees were planted in each of the four provinces in Ireland, across educational institutions that have embraced and supported CAW since its inception in 2014. The campaign’s founder, Kathleen O’Toole-Brennan, said that, “it is hoped the trees will symbolise the seeds planted by the campaign, the growth of learners, and the fact that we are all rooted in our communities.”

The four native Irish trees were planted during regional launch events. In attendance at the event in Terence MacSwiney Community College in Cork was An Taoiseach Micheál Martin TD. Also, in attendance at the Dublin launch in Tallaght Community School was Minister for Further and Higher Education, Research, Innovation and Science, Simon Harris TD. The remaining tree plantings took place in Carndonagh Community School and Archbishop McHale College, in Galway.

College Awareness Week gratefully acknowledges the sponsorship of Perrigo, the Higher Education Authority, Trinity College Dublin, and SOLAS, the Further Education and Training Authority, and commends their dedication to inspiring local communities and Irish society as a whole through enhanced educational experiences.

Those looking to get involved in the campaign are encouraged to visit collegeaware.ie and follow @collegeaware on social media.

**-ENDS-**

**For further details please contact:**

Insert your name and phone number/email here

Follow

[www.facebook.com/collegeaware](http://www.facebook.com/collegeaware)

[www.twitter.com/collegeaware](http://www.twitter.com/collegeaware) @CollegeAware

[www.instagram.com/collegeaware](http://www.instagram.com/collegeaware)