**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, 2024

**[INSERT NAME OF SCHOOL/AREA] celebrates College Awareness Week 2024!**

**[INSERT NAME OF SCHOOL/ ORGANISATION/ AREA] organises [INSERT ACTIVITY HERE] to mark College Awareness Week** 2024!

* **College Awareness Week (CAW) is taking place from November 18th to November 24th 2024**
* **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 continuing your education and exploring your college and career options. There are lots of supports out there and College Awareness Week encourages people of all ages and backgrounds to pursue their passions and interests.”

For 10 years, CAW has aimed to inspire and inform all students in Ireland about the multitude of options available to continue your education. It encourages students 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.

For 10 years, events have taken 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 over 50% of DEIS schools. Last year, CAW saw hundreds of events taking place in every county with over 180,000 students positively impacted. CAW 2024 is expected to continue to bring even more participants on board with a strong focus on people whose participation in Higher Education remains below average.

College Awareness Week gratefully acknowledges the support 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 nationwide 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

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