

(NEWS RELEASE SAMPLE)

Note: This is a fictional example and based on the news advisory sample.

*If possible, use school letterhead with logo

NEWS RELEASE

FOR IMMEDIATE RELEASE

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SAMPLE

**Fictional Academy Grad and Step Up Scholar Says Opportunity Changed Her Life
Low-Income Families Learn About Step Up For Students**

Fictional Academy welcomed about 50 members of the community to its Eighth Annual Step Up For Students Open House and Campus Tour Wednesday night, during which attendees learned about the Florida Tax Credit Scholarship program for low-income families.

Many of the parents and guardians said it was the first time they had heard of the program.

“This is exactly what we need,” said Michael Miller, whose 12-year-old son has been struggling in his neighborhood school. “We never even considered private school because we couldn’t afford it.”

Graduate Jane Doer told the crowd of grandparents, guardians and children that she grew up in public housing and when she received the Step Up For Students Scholarship seven years ago and chose Fictional Academy, it changed her life.

“Before Fictional Academy, I never even thought about college, but after that first year at Academy I never stopped thinking about it and striving toward it,” Doer, 20, said. “I’m in my second year now at State College and I’ve been on the dean’s list every semester.”

During the evening, the families were given information about the Step Up For Students Program and went on a tour of Fictional Academy’s campus. They were also directed to Step Up’s website – www.StepUpForStudents.org - to learn more about the program and online application process.

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About Fictional Academy

Established in 1995, Fictional Academy has 220 students in grades 6-12, including 78 currently using Step Up's scholarship. The private school has been participating in the Step Up For Students Scholarship Program since 2004. The partnership has not only boosted Fictional Academy's enrollment, but has given local families another choice in their children's education. Because of the Florida Tax Credit Scholarship Program, administered by Step Up, 335 low-income students have attended our school on scholarship as part of the program during the past eight years. For more information about Fictional Academy, go to www.fictionalacademy.org.

About Step Up For Students

In 2001, the Florida Legislature founded the Florida Tax Credit (FTC) Scholarship Program as a way to give low-income families a voice in their children's education. This innovative program gives dollar-for-dollar state tax credits to corporations with a Florida tax liability as a funding mechanism for the scholarship program. Step Up For Students, at present the only state-approved Scholarship Funding Organization, redistributes the funds as K-12 scholarships. The scholarships give parents the opportunity to choose the school that is right for their child. For more information or to learn how your corporation can participate in the program, visit www.StepUpForStudents.org.

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