**FOR IMMEDIATE RELEASE** Contact: [xx]

[Month XX, 2025] Phone: [xx]

 Email: [xx]

**[Career Pathway (e.g., Academy of Finance)] at [High School] Joins National Network**

*NAF’s Newest Network Members Become Part of a Transformative Movement*

*to Ensure All High School Students are College, Career, and Future Ready*

(Date, Location) – [High School Name] has completed NAF’s [Year of Planning or Fast Track] program and will launch its NAF Academy of [Career Pathway] in [fall 2025], offering students real-world work-based learning opportunities.

The [Year of Planning or Fast Track] process establishes a strong foundation for a career-focused academy, aligned with NAF’s proven design and in tune with tomorrow’s workforce development needs. Through this program, schools develop a shared vision and commitment to student success and district goals.

NAF provides personalized support, professional development, and a full suite of resources — including industry-validated curriculum — aligned to local priorities. This comprehensive approach helps schools develop a high-quality academy program and ensures that educators and stakeholders are confident and well prepared to implement NAF’s standards of practice in the academy’s launch year.

By completing the program, [High School Name] has taken a significant step toward enabling students, with career-connected learning experiences that prepare them for success after graduation.

**\*\*** **Update [bracketed] text to reflect your program. Feel free to add high-resolution photos (as attachments) before sending to local media. \*\***

**\*\* Optional:** Add a quote here from an academy leader on how the academy will benefit students. \*\*

“We’re thrilled to welcome the newest members of the NAF family – our Year of Planning and Fast Track academies!” said Lisa Dughi, NAF Chief Executive Officer. “Your commitment to preparing students to be future ready and reach their full potential is truly inspiring. We applaud your passion and are excited to support your work as you build meaningful opportunities for young people. Together, we will celebrate the incredible success your students are sure to achieve!”

**About NAF:**

Since 1980, NAF has led a movement for immersive, career-focused teaching and work-based learning in high school. With the support of NAF community-based advisory boards, schools connect with the workforce to fuel shared progress—from creating paid internship opportunities to fostering innovation and building future-ready businesses. NAF helps students explore career options, create a plan for the future, and take part in hands-on, work-based learning unlike anything traditional public education systems can offer. NAF puts students on a path to achieving their full potential.

NAF has grown from one NAF Academy of Finance in New York City to hundreds of academies across the country focusing on growing industries including finance, hospitality & tourism, information technology, engineering, and health sciences; and support programs of study that are aligned with the National Career Clusters Framework. During the 2024-25 school year, over 112,000 students attended over 600 NAF academies across 34 states and territories. In 2024, NAF academies reported 99% of seniors graduated with 90% of graduates planning to go to college. Learn more at [naf.org](https://naf.org/) and follow us on social @NAFCareerAcads.

**Press Release Process**

**Step 1: Draft the Press Release**

* Customize the provided template (p.1) to reflect your academy’s information.
* *Optional:* Attach 1–2 high-quality photos as separate files (do not embed them in the document).

**Step 2: Submit for District/School Approval**

* Once your draft is ready, send it to the district‘s designated approver (e.g., principal, communications officer, or district PR contact).

**Step 3: Confirm the Sender**

* Identify who will send the approved release to local media (e.g., principal, district comms lead, or academy lead). *See sample email below.*
* To locate an editor’s email address, visit the newspaper’s website and check the footer, “Contact Us”, “About Us”, or “Staff Directory” pages. You can also call the main office to ask.

**Step 4: Share with Families**

* After media outreach, share a parent-friendly version as a flyer, email, or handout sent home with students. [[Academy Launch Announcement Flyer - Template](https://ash.naf.org/public/downloadable-resource/index/new-academy-announcement-flyer)]

**Sample email for sending a Press Release to a local newspaper.**

**Subject Line:**
Press Release: [School Name] Launches NAF Academy of [Career Pathway]

**Email Body:**
Dear [Editor’s Name or "Editor"],

Please find the attached press release announcing the launch of a new NAF Academy of [Career Pathway] at [School Name], beginning in the [2025–26] school year. We’re excited to bring this nationally recognized, career-focused program to our students and community.

[We’ve included a few photos of our students and school to accompany the release.] Please let us know if you need additional information, images, or would like to speak with someone from our team.

Thank you for your time and interest in sharing this exciting news!

Best regards,
[Your Full Name]
[Your Title]
[School Name or District Name]
[Email Address]
[Phone Number]

**Attachments:**

[Press Release – PDF or Word doc]

[Photo files, labeled clearly]