



## SAMPLE MEDIA ADVISORY

### FOR IMMEDIATE RELEASE

#### CONTACT

[INSERT CONTACT'S NAME]

[INSERT CONTACT'S PHONE]

[INSERT CONTACT'S EMAIL]

### [INSERT ORGANIZATION'S NAME] TO HOST [ACTIVITY] AS PART OF LOCAL EFFORT TO INCREASE COLLEGE ACCESS/COMPLETION AMONG ASIAN AMERICAN AND PACIFIC ISLANDER STUDENTS

The face of American education from K–12 to higher education is at the crossroads of tremendous demographic changes. According to the 2010 U.S. Census data, the AAPI population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. AAPI students are undoubtedly a rapidly growing population; and, therefore, supporting them can only produce greater civic engagement, economic growth, and leadership development.

Unfortunately, college completion remains elusive for many young AAPI students. This student population experiences harsh realities and unique challenges that hinder them from gaining access to higher education and/or earning a college degree. Although nearly half of all AAPI students enrolled in higher education are attending community colleges, they are more likely to enter with lower levels of academic preparation in English and mathematics. For example, 55.2 percent of AAPI students entering two-year colleges in 2003 had never taken a math course beyond Algebra II in high school, compared to only 12.7 percent of AAPI students entering four-year institutions in that same year.

#### WHAT:

[INSERT ORGANIZATION'S NAME] will host [INSERT EVENT'S NAME]. To raise awareness among local policymakers and higher education leaders that Asian American and Pacific Islander (AAPI) students often have the lowest educational attainment rates in the United States and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college. At the event, [INSERT ONE OR TWO LINES WITH MORE DETAILS ABOUT YOUR EVENT/ACTIVITY, IF NEEDED].

[INSERT ORGANIZATION'S NAME] activities are in partnership with the “We’re the Changing Face of America” campaign, a national public awareness effort dedicated to increasing access and completion among AAPI students. The campaign is directed Asian & Pacific Islander American Scholarship Fund (APIASF) and the National Commission on Asian American and Pacific Islander Research in Education (CARE)—the leading AAPI student- and research-focused organizations, respectively.

#### WHO:

[INSERT ANY LOCAL DIGNITARIES, CELEBRITIES, OR PROMINENT FIGURES]

**WHEN:** [INSERT DATE AND TIME OF ACTIVITY]

**WHERE:** [INSERT ADDRESS WHERE THE ACTIVITY WILL TAKE PLACE]

For more information about the “We’re the Changing Face of America” campaign, visit [www.changingfaceofamerica.com](http://www.changingfaceofamerica.com).

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[INSERT ORGANIZATION’S BOILERPLATE]

**About APIASF**

Based in Washington, D.C., the Asian & Pacific Islander American Scholarship Fund (APIASF) is the nation's largest non-profit organization devoted to providing college scholarships for Asian Americans and Pacific Islanders (AAPI). APIASF works to create opportunities for students to access, complete, and succeed after post-secondary education; thereby developing future leaders who will excel in their career, serve as role models in their communities, and will ultimately contribute to a vibrant America. Since 2003, APIASF has distributed more than \$60 million in scholarships to deserving AAPI students. APIASF manages two scholarship programs: APIASF's general scholarship and the Gates Millennium Scholars/Asian Pacific Islander Americans funded by a grant from the Bill & Melinda Gates Foundation.

**About CARE**

The National Commission on Asian American and Pacific Islander Research in Education (CARE), consisting of a national commission, research advisory group, and research team at New York University, aims to engage realistic and actionable discussions about the mobility and educational opportunities for Asian American and Pacific Islanders (AAPIs) and how distinctions of race, ethnicity, language, and other factors play out in the day-to-day operations of America's education system. Our goal is to provide much needed and timely research on key issues and trends related to access and participation of Asian Americans and Pacific Islanders in higher education.