



Oregon
University
System

News Release

February 22, 2011

Office of the Chancellor
P.O. Box 751
Portland, OR 97208
PHONE (503) 725-4100
FAX (503) 725-4101
www.ous.edu

The headline clearly states the news; the sub-head provides additional information

Contact: Dana Beck, GEAR UP Communications Specialist (dana_beck@ous.edu / 541-346-5727)
Stephanie Carnahan, GEAR UP Project Director (stephanie_carnahan@ous.edu / 541-346-5761)

FOR IMMEDIATE RELEASE

Either put FOR IMMEDIATE RELEASE, or an Embargo data and time (try not to embargo if at all possible) such as: EMBARGOED UNTIL 8:00 AM, MARCH 1

GEAR UP and The Ford Family Foundation expand college access program in 10 Oregon communities

Funds will be distributed to schools in Coos, Curry and Douglas counties

EUGENE – February 22, 2011: The Oregon University System and The Ford Family Foundation are partnering to expand GEAR UP college access programs to ten new rural communities in Coos, Curry and Douglas counties. Since 2002, Oregon has been the recipient of a federal grant for Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) that works to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. Currently, there are 12 rural communities across the state which receive funding and support to implement community-specific plans to create a college-going culture, starting in the 7th grade and continuing through high school graduation, which focuses on academic and other types of preparation for college.

The Ford Family Foundation is also committed to improving postsecondary education awareness, preparation and enrollment among rural students and is a natural partner to spread the GEAR UP program more broadly across Oregon. Thus, ten new school clusters will be selected to join GEAR UP, beginning with the first cohort of 7th grade students in fall 2011.

"We are honored to partner with The Ford Family Foundation to bring GEAR UP to more rural communities," said Stephanie Carnahan, GEAR UP director. "The program affords communities the opportunity to develop a college-going culture that supports the dreams and aspirations of all students. Both organizations are committed to developing strong communities and successful citizens".

The most important news is mentioned first (inverted pyramid style.) The first paragraph answers the **five Ws** and provides a few sentences about the organization.

The new GEAR UP schools will provide professional development practices, professional development providing appropriately rigorous learning experiences for students, families, peers and adults; information and resources as a tool to understand the value of education and pursue their educational goals.

Quotes advance the story and can provide opinions. The person quoted in the release should be available for media interviews.

The Ford Family Foundation is providing support from the Oregon University System in five focus areas: social support; promoting supporting relationships including courses needed for college; encouraging career exploration as well as providing information and informing students of the financial supports available to them.

"The Ford Family Foundation recognizes that, in today's world, education beyond high school through a university, community college, or technical certificate is an essential component to creating successful citizen communities," said John Amoroso, program officer for The Ford Family Foundation's grant program. "With GEAR UP in these 10 new sites, we hope to help raise the bar of success for students in rural communities, parents, teachers, administrators and communities who support them."

End with the organization's boilerplate, a paragraph explaining the goals and mission.

For more information: [Oregon GEAR UP](#), [National GEAR UP](#) program, [The Ford Family Foundation](#)

Oregon GEAR UP is a federally-funded program designed to increase the number of low-income students who are prepared to enroll and succeed in college. The program is administered by the Oregon University System. Currently, the Oregon GEAR UP program sponsors middle and high schools in 12 communities: Brookings, Cottage Grove, Glendale, Irrigon, La Pine, Merrill, Aurora, Grants Pass, Myrtle Creek/Canyonville, Stanfield, Sweet Home and Lincoln City.

[Oregon University System](#) (OUS) comprises seven distinguished public universities, reaching more than one million people each year through on-campus classes, statewide public services and lifelong learning.

– OUS –

Press releases are ideally one page; they should not exceed two.