# Sample Media Advisory

**MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE CONTACT**

INSERT Date INSERT Name

 Email Address

 Phone Number

**How [INSERT TOWN] Celebrates Educational Opportunity**

[INSERT CITY, STATE HERE]-- Students and graduates from **[**INSERT PROJECT**]** will participate in the **2024 National TRIO Day of Service** on [INSERT DATE] to express appreciation to the community for its support of the TRIO programs. For millions of students from low-income families who strive to be the first in their families to attend and graduate from college, seven federally funded programs called TRIO are making a world of difference.

[List specific information about your project or the projects in your state here. List details such as the number of students served, the number of projects, and the number of years the project has been serving TRIO students. In addition, include one or two student quotes. Also include information about your event - speakers, awards, achievements, etc.]

[Council for Opportunity in Education](coenet.org) President Kimberly Jones conveyed, "The inaugural National TRIO Day arose as a response to potential federal funding cuts. Despite enduring financial challenges for TRIO and other vital education support programs, we find immense gratitude in transforming this annual occasion into a joyous celebration of the remarkable achievements and impactful contributions made by TRIO students and programs."

Jones emphasized the ongoing funding hurdles faced by TRIO while expressing appreciation for the program's evolution into a platform that honors the accomplishments of TRIO participants. "TRIO is privileged to garner bipartisan support on Capitol Hill," shared Jones. "It's truly gratifying to witness Members of Congress, spanning the political spectrum, unite with our students and programs to acknowledge and celebrate the commendable work of TRIO." This collective recognition underscores the bipartisan commitment to championing educational opportunities and success through the TRIO initiative.

Unlike student financial aid programs, which help students overcome financial hurdles to higher education, the TRIO programs recognize the importance of overcoming all barriers to success. For more than 50 years, they have been providing valuable supportive services to help first-generation students and students from low-income families, veterans, and students with disabilities enter and graduate from college.

TRIO services include:

* Special instruction in reading, writing, study skills, and mathematics
* Assistance in applying for financial aid.
* Academic support in high school or assistance to re-enter high school.
* Assistance in choosing a college.
* Tutoring
* Personal and financial counseling
* Career counseling
* Assistance in applying to college.
* Workplace and college visits.

Today more than 1,000 colleges, universities, and community agencies host more than 2,800 TRIO projects that serve more than 880,000 young people and adults. TRIO serves students of all racial and ethnic backgrounds. Currently, 34% of TRIO students are White, 33% are African American, 21% are Hispanic, 4% are Asian- American or Pacific Islander, 4% are American Indian, and 1% are listed as “other,” including multiracial students.

# Background on the TRIO Programs

## What is TRIO?

TRIO is a set of federally-funded college–based educational opportunity outreach programs that motivate and support students from low-income backgrounds – including military veterans and students with disabilities. Currently serving more than 880,000 students from middle school through post-graduate study, TRIO provides academic tutoring, personal counseling, mentoring, financial guidance, and other support necessary to promote college access, retention, and graduation. TRIO students come from families that earn less than $38,000 a year and/or in which neither parent has earned a college degree.

## Where did TRIO come from?

The TRIO programs were the first national college access and retention programs to address the serious social and cultural barriers to education in America. (Previously, only college financing had been on policymakers’ radar.) The Educational Opportunity Act of 1964 established an experimental program known as Upward Bound. Then, in 1965, the Higher Education Act created Talent Search. Finally, another program, Special Services for Disadvantaged Students (later known as Student Support Services), was launched in 1968. Together, this “trio” of federally funded programs encouraged access to higher education for low-income students. By 1998, the TRIO programs had become a vital pipeline to opportunity, serving traditional students, displaced workers, and veterans. The original three programs have grown to eight, adding Educational Opportunity Centers in 1972, Training Program for Federal TRIO programs in 1976, the Ronald E. McNair Post-Baccalaureate Achievement Program in 1986, Upward Bound Math/Science in 1990, and the TRIO Dissemination Partnership in 1998.

## Why Are the TRIO Programs Important?

The TRIO programs help first-generation, low-income students overcome social, cultural, and academic barriers to succeed in higher education. By providing direct services and individually focused and intensive programming geared towards helping students navigate the college admissions and financial aid process, TRIO programs assist students in overcoming the obstacles they face as the first in their families to attend and graduate from college. Today, an estimated 6 million students have graduated from college with the support and assistance of TRIO programs nationwide.