# Sample Press Release

Following is a sample press release you can use for distribution to your local newspaper. Generally, the most effective use of the press release is to add a number of paragraphs on what your school and counselling department are planning as celebration week activities. Therefore, you will note that several paragraphs have been included where you can insert more personalized information if appropriate/available.

Contact:

Phone:

Address:

School Counsellors Celebrate during Canadian School Counselling Week February 6-10, 2017.

Canadian School Counselling Week, sponsored by the School Counsellors Chapter of the Canadian Counselling and Psychotherapy Association (CCPA), will be celebrated from February 6-10, 2017, to focus public attention on the unique contribution of professional school counsellors within Canadian school systems. Canadian School Counselling Week highlights the tremendous impact school counsellors can have in helping students achieve school success and plan for a career.

The special week honouring school counsellors provides recognition for school counsellors who "implement comprehensive school counselling programs, a vital part of the educational process for all students as they meet the challenges of the 21st century," according to [Insert name, title of local person who signed the proclamation designating February 6-10 as Canadian School Counselling Week].

In a proclamation, [Insert name of signer again] cited school counsellors for being actively engaged in helping students examine their abilities, strengths, interests and talents; for working in a partnership with parents as they encounter the challenges of raising children in today's world; for focusing on positive ways to enhance students' personal, social, educational and career development; and working with teachers and other educators to provide an educational system where students can realize their potential and set healthy, realistic and optimistic aspirations for themselves. Professional school counsellors are certified, experienced educators with a graduate-level degree in counselling or a related professional field. The combination of their training and experience makes them an integral part of the total educational program.

School counsellors across Canada will be participating in the week's festivities. Many school counsellors will be hosting special events and activities to call attention to the myriad benefits of a comprehensive school counselling program.

As part of its celebration for Canadian School Counselling Week, [name of school district or individual school] will be [list some activities]. Parents or community members with specific questions or concerns about school counselling programs should contact the school counsellors at their local schools.

The Canadian Counselling and Psychotherapy Association (CCPA) is a national bilingual association providing professional counsellors and psychotherapists with access to exclusive educational programs, certification, professional development and direct contact with professional peers and specialty groups. CCPA promotes the profession and its contribution to the mental health and well-being of all Canadians. As the profession’s advocate, CCPA strengthens its mandate to remain the leading association for counselling and psychotherapy in Canada. CCPA strives to increase awareness about the role of the profession in all healthcare, educational and industry sectors. More general information can be found on the CCPA website: <http://www.ccpa-accp.ca>

Originating in 2000, the School Counsellors Chapter is a growing professional group of CCPA. The Chapter aims to provide elementary and secondary school counsellors in Canadian private and public schools with access to professional development, open discussion and networking, advocacy, and research opportunities. The Chapter members come from all Canadian provinces and territories. Students and international members also belong to the Chapter. To learn more about the Chapter, please access: <http://www.ccpa-accp.ca/en/chapters/schoolcounsellors/>