

EVERFI: Venture Press Release Template (Updated Oct. 2019)

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FOR IMMEDIATE RELEASE

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[Company] Brings Entrepreneurship Education Course to Middle and High School Students in [State/County/School District]

[City, State, Date] - **[Company]** today announced the launch of a new finance and entrepreneurship education program for students in grades seven to 10 in **[state/county/city/school district]**. The course, **[Program Name]** is available at no cost through **[Company's]** relationship with the nation's leading social impact education innovator, EVERFI, Inc.

[Program Name] is designed to equip students with the skills to think entrepreneurially about business and life. The curriculum focuses on finance and entrepreneurship, allowing students to master the basics of business and prepare for their future careers. According to **[Source]**, **[Choose Stat]**

- [Emergent Research and Intuit](#), by 2020, at least 40 percent of America's workforce will be entrepreneurs, freelancers, or contractors.
- [Kauffman Foundation](#), 54 percent of millennials either want to start a business or have already done so.

[Custom quote from Company Executive]

[The standards-based course] uses case studies, interactive business simulations, and personal development activities to aid students in developing a personalized plan for their individual businesses. Each course module is 30-45 minutes in length and provides bite-sized instructional animations that make the topics digestible and relatable for students.

Program Impact

If your program is more than a year old, or you have gathered early impact numbers from your EVERFI Customer Success representative, think about highlighting the impact.

- **Knowledge Gains.** Ex: Students who completed [PROGRAM NAME] increased their scores on entrepreneurial thinking assessments by [x percent].
- **Cumulative Reach:** Ex. The program has already helped [more than 100 schools] in the region to provide quality, easy to implement entrepreneurship education.
- **Attitudinal Changes:** Ex. After taking the course, [nearly 70% of students] reported feeling more confident about starting their own business in the future.

“It is crucial that students today are better positioned to make the tough decisions that will impact their future,” said EVERFI Co-Founder and President of Financial Education, Ray Martinez. “In this new economy, students will need a very different set of skills than those taught in the past to prepare for their careers. Innovative thinking, creativity, problem-solving, and other entrepreneurial traits will be essential to their success both in work and in life.”

The course covers topics including balancing a budget, managing a team, and creating a business pitch and includes a dynamic “ePortfolio” to give a visual representation of students’ business plan and personal career goals.

To learn more about the program, visit [URL]

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About [Company]

[Insert boilerplate]

About EVERFI, Inc.

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct and other critical topics. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 30 million learners globally. EVERFI powers community engagement in a sustained manner to empower individuals and organizations to make an impact within their communities. The Company also convenes [Networks](#) to bring together financial institutions, colleges and

universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, Advance Publications, Rethink Education, and Rethink Impact. To learn more about EVERFI visit everfi.com or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) @EVERFI.