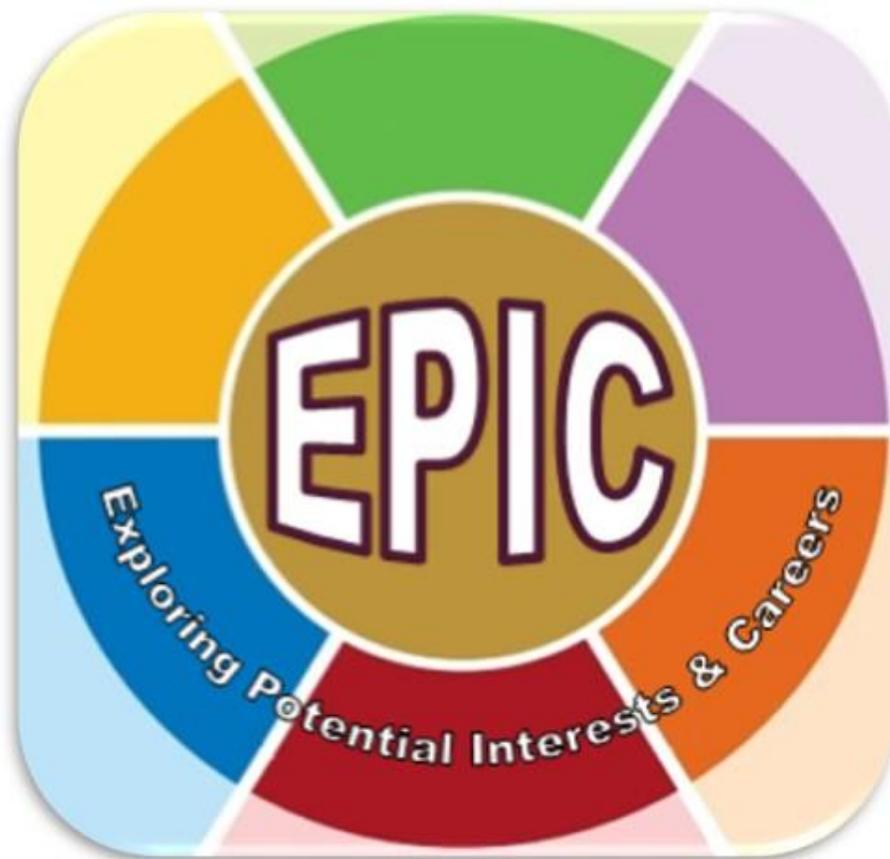


# 2020 Media Guide



**February 28, 2020**

**Hosted at: St. Cloud Technical and Community College**

*Organized in partnership with:*



# Social Media Guide

**Create buzz for your organization and the event on your social media platforms!**

**1. Like and Follow the EPIC Facebook Page and share our posts on your page:**  
<https://www.facebook.com/EPIC-Exploring-Potential-Interests-Careers>

***THE OFFICIAL EPIC HASHTAG:***

**#EPIC2020**

**2. Create your own posts.**

- **Share your activity ideas**
- **Take pictures at the event**
- **Use our created posts**

## Facebook Posts

We are proud to be part of the EPIC Event. Over 4,000 high school students will join us on February 28 to Explore Potential Interests & Careers. #EPIC2020

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We have joined several amazing partners, organizations and businesses to bring an EPIC career exploration event to students in Central Minnesota. #EPIC2020

Learn more at: <https://www.facebook.com/EPIC-Exploring-Potential-Interests-Careers>



## Twitter

We R proud 2B part of EPIC 2020. 4K high school students will join us on 2/28 to Explore Potential Interests & Careers. #EPIC2020

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We have joined several amazing partners, organizations & businesses to bring an EPIC career exploration event to students in Central Minnesota. #EPIC2020

Learn more at: <https://www.facebook.com/EPIC-Exploring-Potential-Interests-Careers>

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This. Is. EPIC! #EPIC2020 (Attach photo at the event)

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We R here. Helping area high school students Explore Potential Interests & Careers. It really is EPIC. #EPIC2020



### 3. Share with us

Planning on creating a video, newsletter article, blog, images? Share them with [atrombley@untiedwayhelps.org](mailto:atrombley@untiedwayhelps.org) and we'll share them on the EPIC Facebook Page and with our organizations.

**Press Release**

Use this press release as a template to share this opportunity with others through company newsletters or outreach publications.

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**NEWS RELEASE**

For Immediate Release:

End Date: February 28, 2020

**2nd Annual EPIC Event Inspires Central Minnesota Students**  
***“Exploring Potential Interests & Careers”***

St. Cloud, Minn. – On Friday, February 28, 2020, more than 4,000 students from over 25 schools will gather on the campus of St. Cloud Technical and Community College in St. Cloud, MN, to participate in EPIC (Exploring Potential Interests & Careers), a large scale career exploration event for high school students in Central Minnesota. **(INSERT ORGANIZATION)** is proud to be a part of this event.

This event is designed to effectively bridge the gap between education and industry for high school students in Central Minnesota, contributing to the fulfillment of the economic and workforce needs of the area. The unique format of the event allows students to participate in hands-on, interactive experiences that simulate activities from a variety of careers. Students will also learn the educational requirements and potential job market forecast of each career.

Six career clusters will be showcased, including: Human Services; Health, Science & Technology; Engineering, Manufacturing & Technology; Arts, Communications & Information Systems; Agriculture, Food & Natural Resources; and Business, Management & Administration. **(INSERT ORGANIZATION AND ROLE/ACTIVITY INFORMATION.)**

Students will have the opportunity to participate in a pre-event survey, designed to help them discover the top career clusters best suited to their interests and personalities. After the event, students can participate in a reflection activity constructed to immediately implement their experience and begin the creative brainstorming process about potential careers.

The EPIC format is based on the Bridges Academy Career Exploration Day, held annually at Central Lakes College’s Brainerd campus.

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**For more information, contact:** Person Name, Position, Company, Phone, Email