**School/District Promotion of Strategic Partnerships**

***Sample Social Post Announcing Partnership***

We are thrilled to announce that we are teaming up with [tag industry partner] to connect [tag PLTW using appropriate handle below] classroom #STEMlearning to real-life #STEMcareers. [If appropriate, add brief details about what industry partner will be doing as well as an image from the PLTW classroom.]

***Sample Social Posts During Partnership***

Students learned how #STEMeducation now can lead to rewarding #careers in the future as [tag industry partner] representatives visited [tag PLTW using appropriate handle below] classrooms today! [brief description of what went on and include photo(s) from visit]

Students stepped into the shoes of real-life [career field e.g., engineers, biologists, computer programmers, etc.] today as part of their [tag PLTW using appropriate handle below] class and our partnership with [tag industry partner]. #STEMeducation #STEMCareers [include photo(s)]

PLTW Social Media Handles:

Twitter: @pltworg

Instagram: @pltworg

Facebook: /projectleadtheway

LinkedIn: /company/project-lead-the-way

*Sample Press Release*

**For Immediate Release:**    
Date

**Media Contact:**    
Name of school representative   
Title   
Phone number and/or email

[**School/District] Teams Up with [Industry Partner] to Bring Learning to Life in STEM Classrooms**

**[City, State]** –[School/District] announced today that they have teamed up with [industry partner], a Project Lead The Way (PLTW) partner, to connect PLTW classroom learning to real-life careers. The collaboration benefits [#] students and teachers this school year.

[Industry partner] will [include a brief description of what is included in the partnership – e.g., visit schools, offer fieldtrips to their location, oversee student competitions, etc.] in conjunction with [School/District]‘s PLTW [Launch/Gateway/Engineering/Biomedical Science/Computer Science] program. PLTW is a nationwide nonprofit organization that equips PreK-12 students in thousands of schools across the U.S. with teacher-empowered curriculum for a STEM-driven world.

[Quote from school official and/or industry partners contact on the impact the partnership will have on students]

[School/District] has offered PLTW program(s) since [year]. Through PLTW programs, students develop STEM knowledge as well as in-demand, transportable skills – such as problem solving, critical and creative thinking, collaboration, and communication. PLTW provides career exposure and exploration opportunities to help students learn skills and tools used by industry professionals.

“PLTW is proud to partner with [School/District] to bring relevant, real-world learning experiences that connect knowledge and skills to meaningful careers for students,” said Dr. David Dimmett, PLTW President and CEO. “By gaining early access to STEM and seeing first-hand what these types of careers look like, students are becoming prepared for the workforce of the future.”

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For more information or to see this partnership in action, contact [name] at [number and/or email].

**About PLTW** 

Project Lead The Way (PLTW) equips PreK-12 students for a STEM-driven world with teacher-empowered curriculum in computer science, engineering, biomedical science, and more. For over 25 years, PLTW’s curriculum coupled with its best-in-class professional development has supported teachers in creating an environment to make every student STEM successful.  As a national nonprofit organization, PLTW is proud to reach 2.5 million students in elementary, middle, and high schools in all 50 states. With over 100,000 trained teachers nationwide, PLTW brings relevant, hands-on learning to classrooms across the country. For more information on Project Lead The Way, [visit pltw.org.](http://www.pltw.org/)