**DRAFT**

**MEDIA CONTACTS:**

**Steve Bonoff, Printing Industry Midwest**

612.400.6203 | Sbonoff@pimw.org

**Peggy Deal, Scottsdale Community College**

480-423-6386 | Peggy.Deal@scottsdalecc.edu

**New *PRINT IS EVERYWHERE* Campaign to Fill Employee Pipeline**

*Campaign designed to share with career-seekers that PRINT IS more than they know*

The pipeline of candidates to replace an aging print workforce has slowed, driven by the reduction of graphic communications programs in schools across North America. The print industry is a near trillion-dollar global powerhouse and one of the world’s top advanced manufacturing sectors. To ensure a continued pipeline of prospective candidates for employment in this dynamic industry, a team of graphic communication students and industry veterans have developed a new campaign called *PRINT IS EVERYWHERE* to promote career opportunities in print. [[Click to preview *PRINT IS EVERYWHERE*](https://www.surveymonkey.com/r/PRINTIS)campaign]

Designed by students of the Scottsdale Community College School of Visual Communications, the *PRINT IS EVERYWHERE* campaign graphically conveys how print impacts everyday life in ways not always recognized as being borne by one industry. The campaign includes a series of booklets, stickers, and career guide packaged in a custom printed box, designed to help print advocates effectively tell the positive stories of print to students, career counselors, and parents. The PRINT IS EVERYWHERE campaign will engage career seekers through public relations, social media, and direct access with printed PRINT IS EVERYWHERE kits and presentation materials.

*PRINT IS EVERYWHERE* materials will be acquired from an online Learning Management System housing a new national apprenticeship program, offering certifications and training in press and bindery production. Currently in development by affiliates of Printing Industries of America, the new apprenticeship program is scheduled to launch Spring of 2020.

To maximize distribution to students completing the current school year, a survey has been developed to determine the potential interest for supporting the *PRINT IS EVERYWHERE* campaign. To learn more about the *PRINT IS EVERWHERE* campaign and share your interest in supporting the program, go to <https://www.surveymonkey.com/r/PRINTIS> and complete the survey by February 29. For questions, contact Steve Bonoff at 612.400.6203 or sbonoff@pimw.org.

###