***DEEPER IN DEBT SAMPLE MEDIA RELEASE TEMPLATE***

**DATE:** (DATE)

**TO:** Local Media

**FROM:** PROGRAM SPONSOR(S), CONTACT NAME(S), EMAIL(S)

**RE:** Campus program on Women and Student Loans

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**(DATE) Event Will Explore Practical Solutions for Students to Manage Loan Debt**

**Subtitle:** Community invited to ‘***Deeper in Debt: Women and Student Loans***’ at 6:30 pm in 110 Business Building

UNIVERSITY PARK, Pa. – According to a study conducted by the American Association of University Women (AAUW), women incur larger student loan debts than men, yet earn an average of 22% less than their male counterparts after graduation.

To explore this topic and empower women with the knowledge they need to make important financial decisions, the [(Co-Sponsor](file:///C:\Users\cjs\Documents\AAUW\PROGRAMS\2017-2018\DEEPER%20IN%20DEBT\PUBLICITY\financialliteracy.psu.edu)), [AAUW Pennsylvania](http://aauw-pa.aauw.net/), and [(Branch)](file:///C:\Users\cjs\Documents\AAUW\PROGRAMS\2017-2018\DEEPER%20IN%20DEBT\PUBLICITY\financialliteracy.psu.edu) will host ‘***Deeper in Debt: Women and Student Loans’*** on (DAY, DATE), from (TIME) in (LOCATION).

(LIST ADDITIONAL EVENT DETAILS HERE.) The event is open to the public.

The panel discussion will address financial aid issues, academic choices, pay gaps in gender and race, federal and state funding for higher education, and provide ideas for those hoping to advocate for women students.

The panel’s moderator, (NAME), (TITLE), said students are fully aware of the nature of student loan debt, but need practical solutions to help manage their debt now and into the future. “This event will focus on finding solutions,” said (NAME).

Panelists include (NAME**), (TITLE)**; (NAME), (TITLE); and (NAME), (TITLE).

(AAUW CONTACT), (TITLE) for (BRANCH), said this program is important to help advance equity for women and girls. “We want to provide women with all of the available tools for controlling their own futures,” she added.

In addition to practical solutions, (CO-SPONSOR CONTACT NAME) and (BRANCH CONTACT NAME) hope attendees leave the session knowing that they are not alone, that student debt is a challenge across the nation, and that it’s important that they seek out trusted information before making financial decisions.

The session can be accessed via [Zoom](https://financialliteracy.psu.edu/deeper-in-debt-women-and-student-loans/) for those wishing to attend remotely, and all attendees will be included in a drawing for the chance to win two (BUSINESS) gift cards.

Though not required, attendees are asked to register in advance at [FPROGRAM REGISTRATION LINK.](https://financialliteracy.psu.edu/deeper-in-debt-women-and-student-loans/)