**Launch Pitch Email Template**

Subject line: **[INSERT LOCAL LIBRARY SYSTEM]** Offers Free, Accredited Online High School Diploma

Hi **[INSERT REPORTER’S FIRST NAME]**,

**[INCLUDE ONE OR TWO SENTENCES PERSONALIZING THE NOTE FOR THE INDIVIDUAL REPORTER―e.g., I**

**saw your article last month on workforce-development boards in our community and I thought you might be interested in a new program at the library.]**

**[INSERT LOCAL LIBRARY SYSTEM]** will be offering residents the opportunity to earn accredited online high school diplomas and college credits through *Gale Presents: Excel Adult High School*. Currently, there are limited options for the [31 million adults](https://data.census.gov/cedsci/table?t=Educational%20Attainment) looking to earn a high school diploma. Often they have aged out of their local school district programs. Additionally, high school equivalency programs like the GED®, HiSET®, and the TASC require students to pay for the standardized exam and are proven difficult to pass, with a [59.9 pass rate](https://www.equityinhighered.org/indicators/secondary-school-completion/ged-test-performance/#:~:text=The%20pass%20rate%20for%20all,four%20modules%2C%20was%2059.9%20percent.) for test takers.

*Gale Presents: Excel Adult High School* is available to residents through a partnership between **[INSERT LIBRARY NAME]** and Gale, part of Cengage Group.

You can learn more about the program in the press release below or online here **[LINK TO LIBRARY’S EXCEL LANDING PAGE OR HYPERLINK TO PRESS RELEASE IN LIBRARY’S NEWSROOM]**. I’m happy to arrange an interview with **[INSERT LOCAL LIBRARY DIRECTOR NAME, STUDENT, OR OTHER COMMUNITY OFFICIALS WHO AGREED TO MEDIA INTERVIEWS]** to discuss the impact of the program on the **[INSERT NAME OF LOCAL COMMUNITY]** community.

If you’re interested in learning more about the success of *Gale Presents: Excel Adult High School* at libraries across the country, I can also connect you with sources from Gale.

**[INSERT CLOSING WITH MEDIA CONTACT NAME, TITLE, AND CONTACT INFORMATION.]**

**[PASTE FULL TEXT OF PRESS RELEASE AFTER YOUR CLOSING. DO NOT SEND ATTACHMENTS.]**