



Character Playbook Local Media Press Release Template

[LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] and [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] Reaches [# OF STUDENTS REACHED] Students through Online Character Education Program

Over [# OF STUDENTS REACHED] students reached during the 2019-2020 school year

[City, State – Date] – In the 2019-2020 academic year, more than [# OF ACTIVE HIGH SCHOOLS] [REGION] high schools implemented the Character Playbook program, a free, digital character education program. [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] and [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] have partnered together to bring this interactive, web-based program to over [# OF STUDENTS REACHED] students since the program’s inception in 20[XX].

“[LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] is proud to have empowered so many students with the essential skills needed build and maintain healthy relationships. It’s a testament to our investment in the [REGION] community,” [LOCAL UNITED WAY / LOCAL NFL TEAM REP NAME AND TITLE] said. “It is crucial that our younger generation understand important aspects of character development and healthy relationships like analyzing influences and communicating effectively, and this course is providing them with the knowledge needed to successfully navigate the increasingly complex world we live in.”

The [# OF STUDENTS REACHED] students reached through Character Playbook completed [# OF MODULES COMPLETED] individual modules of learning during the 2019-2020 school year. Students’ understanding of key social-emotional topics rose by an average [KNOWLEDGE GAIN PERCENTAGE INCREASE] based on pre- and post-assessment scores. Among the valuable topics covered were [INSERT HIGHEST KNOWELEGE GAIN AREAS *i.e. Resolving Conflicts and Managing Emotions*]. [INSERT OTHER INTERESTING KNOWLEDGE GAIN STATS]

“[INSERT QUOTE FROM STUDENT/TEACHER],” says a Character Playbook [GRADUATE / TEACHER] from [SCHOOL NAME] in [REGION].



By implementing this program in a school setting, all students have an equal opportunity to learn essential character development and healthy relationship skills and strategies. Character Playbook is implemented in a co-curricular basis, providing students with the opportunity to develop healthy attitudes and behaviors in a classroom setting.

[LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] and [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME]'s partnership is a part of the larger partnership initiative between the NFL and United Way Worldwide launched nationally during the 2016 NFL draft. Character Playbook is brought to local students at no cost to the schools or the taxpayer.

"Helping students develop a foundation of social and emotional understanding and capability is absolutely critical," said EVERFI Founder and CEO Tom Davidson. We are grateful for our partnership with [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME] who are tackling this issue head on and taking positive steps to prepare young people with the critical character development and healthy relationship skills needed to be savvy, responsible individuals."

About [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME]

[INSERT BOILERPLATE]

About [LOCAL UNITED WAY NAME / LOCAL NFL TEAM NAME]

[INSERT BOILERPLATE]

About EVERFI, Inc.

EVERFI is a technology company driving social change through education that addresses the biggest issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) platform and has reached more than 30 million learners across the U.S. and Canada. EVERFI's [Networks](#) bring together financial institutions, colleges and universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, Advance Publications, Rethink Education and Rethink Impact. To learn more about EVERFI visit everfi.com or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter](#) @EVERFI.