

Dear colleagues,

We are thrilled to announce the launch of [Grads of Life](#), a new [Public Service Announcement \(PSA\) campaign and online platform](#) to help employers learn about a great pool of untapped talent: America's opportunity youth.

[Why is the Grads of Life campaign so important?](#) Today in America there is an opportunity divide. As businesses struggle to fill more than 4 million skilled entry-level positions, 6 million 16-24 year olds—opportunity youth—remain out of work, out of school, and without access to the economic mainstream.

Grads of Life, a national TV, print, outdoor, radio and digital PSA campaign, seeks to change employers' perceptions of opportunity youth from social liabilities to economic assets. Calling on business to act, the campaign showcases young adults who are loyal, resilient, and hard working. It also presents best-practice employment pathways that train these young people in the skills required by today's entry-level jobs.

The [GradsofLife.org](#) platform helps employers of all sizes across sectors connect and work with partners with proven success in creating employment pathways programs, including mentoring, school-to-work, internships, and hiring pathways for opportunity youth.

[To ensure our young people, businesses, and communities thrive, join us in promoting the Grads of Life campaign to employers across the country.](#) Together, with our coalition of partners* and in collaboration with the Ad Council and Arnold Worldwide, we can help raise employers' awareness of the potential of this untapped talent pool and spur businesses to act:

- [Visit GradsofLife.org](#) to share your success stories, apply to join the Partnership Directory, and to share events, tools and resources.
- [Download the ready-to-use PSA campaign toolkit materials](#) to broaden the reach of the campaign. The kit includes a press release, an email template, media tips and tactics, the PSA ads, social media posts and other resources to promote the campaign among your networks.
- [Broadcast Grads of Life social media](#) posts from [Twitter](#) and [Facebook](#), and join the discussion group on [LinkedIn](#) to support and amplify the campaign's key messages via your social media networks.
- [Contact us](#) with any questions!

Thank you in advance for your support. With your help, we can raise employer awareness, move businesses to rethink their hiring practices, and spur companies to take action!

Sincerely,
The Grads of Life Campaign

**The [Grads of Life Campaign](#) has been developed by a coalition of organizations including: Year Up, the Employment Pathways Project, ConPRmetidos, MENTOR: The National Mentoring Partnership, New Options Project, Opportunity Nation, and Public Private Possibilities.*