



Press Release Guidelines for states participating in Lumina's State Attainment Collaborative

Congratulations! Lumina will assist you in announcing your role in the State Attainment Collaborative.

Lumina's press release announcing the initiative will go out **at 6 a.m. on Tuesday, November 4**. The release mentions your state.

Your state is not required to issue a news release or social media announcement, but if you do, the content needs to be reviewed by Lumina.

You will receive a template press release via email on **Monday, October 20**. Please review and revise it. This is just a starting point—please personalize it. Lumina must review all releases before issuing them.

Please send your news release and any social media materials announcing the State Attainment Collaborative to [Tracy Chen](#) and [Kate Snedeker](#) for review. tchen@luminafoundation.org and ksnedeker@luminafoundation.org by **Friday, October 27**.

You are welcome to use the [Lumina logo](#) – it can be downloaded from the Lumina website, along with our [brand guidelines](#).

You are welcome to issue your announcement on **Tuesday, November 4 after 6 a.m. EDT**.

Please note, it's okay to use Lumina Foundation on first reference and just Lumina afterward. Please avoid the word "the" in front of Lumina Foundation.