

NEWS

For Immediate Release
June 1, 2004

For Information, Contact
Carol J. Hurlburt
703/264-7211
E-mail churlbur@npes.org

MAKE YOUR MARK[®] GOES LIVE WITH NEW WEBSITE FOR STUDENTS

The Graphic Arts Education and Research Foundation has launched a new web site, www.makeyourmark.org, to encourage students to explore careers in graphic communications.

The new website is part of the second phase of the Foundation's MAKE YOUR MARK in Graphic Communications Campaign. In phase one, GAERF distributed MAKE YOUR MARK kits with information about graphic communications careers to 65,000 high school teachers and guidance counselors nationwide.

Designed to illustrate the scope of the industry in a format attractive to young people, the site opens with a flash presentation showing that "Graphic Communications is everywhere you see words and images," and illustrating the industry's many products and career possibilities.

Several features on the new site are designed to give students first hand experience about careers in graphic communications. *Meet the People* uses photo interviews with real people to provide information about specific jobs in graphic communications, including experience needed, education, daily tasks and salary range, through interviews with real people. A plant tour walks the visitor through a real printing business.

In *Find a Career Path*, an interactive quiz invites visitors to match their interests with graphic communications career options. A section on *Prepare for Success* includes an interactive chart matching skills to graphic communications jobs, as well as information about colleges that offer graphic communications programs, scholarships and job search tips and links.

-more-

Features to be added to the site in the near future will include opportunities to explore graphic communications processes, create projects and showcase student work.

“The MAKE YOUR MARK web site is a creative device to allow students to learn more about the many opportunities in graphic communications,” said Randolph W. Camp, President and CEO of Monroe Graphics in Monroe, Georgia and Chairman of GAERF. “The site provides answers to all kinds of questions, from which colleges offer graphic communications degrees to what type of team would I be working with. Not only is the web site informative, but it is entertaining, making it an enjoyable experience to explore a future in graphic communications.”

GAERF was founded in 1983 by the National Association for Printing Leadership, NPES The Association for Suppliers of Printing, Publishing and Converting Technologies and Printing Industries of America to serve as a source of financial support for educational and research projects to promote a strong future for the industry. The Foundation is funded with revenues generated by the major national and international trade expositions managed by the Graphic Arts Show Company, which was also created by the three industry associations.

In addition to the industry image and recruiting campaign, GAERF has provided more than \$4.5 million in more than 125 projects at more than 45 institutions through its grant-making program. The Foundation also manages the PrintED national accreditation program for secondary and post-secondary schools. For more information about GAERF, visit the Foundation’s web site at www.gaerf.org, or contact GAERF toll free at 1/866/381-9838 or e-mail gaerf@npes.org.

###