**Electrical Apprenticeships Sample Press Release**

**City, State**— **[Insert Company/Organization Name]** is teaming up with the Electrical Safety Foundation International (ESFI) in its effort to promote the rewarding career path of an electrician.

High school students in the United States are increasingly encouraged to apply to four-year universities and colleges, where they incur an average of $28,950 in student debt. By learning a trade instead, these students could be receiving on-the-job training while getting paid through an [apprenticeship program](http://www.esfi.org/resource/how-to-become-an-electrician-611) and incurring zero debt.

“Not enough importance is placed on the role of the trade industry and its experts,” said ESFI President, Brett Brenner. “Electricians not only ensure that you have light, heat, and the ability to cook, but also that you have access to these resources safely.”

The U.S. Department of Labor's Bureau of Labor Statistics states that job prospects of electricians are to increase 14% between 2014 and 2024, which is double the national average of all occupations.

“With many employers reporting difficulty finding qualified applicants, the logical move is to shift society’s view of continuing education to one that encompasses the trade industry,” said **[Insert Company/Organization contact].**

The median salary of an electrician is $52,720, compared to $49,630, the salary of the average occupation after the completion of a four-year degree, with a presumably large amount of student debt. With this degree, many graduates are still not guaranteed a job. Electricity runs through every home and business in the United States, providing a constant need for experts to repair and install necessary components to allow these facilities to run.

After completing an electrical apprenticeship, one can become a Journeyman electrician who can work without direct supervision. The career path does not end there however, as Journeymen can then become Master Electricians, where they can supervise apprentices, oversee journeymen, or even start their own electrical contracting firm.

Homeowners rely on electricians to ensure their home is electrically safe and that their family is protected from shock and electrocution. You can be that expert; become an electrician. Learn more at [www.esfi.org](http://www.esfi.org)

**[Insert Organization boilerplate]**

**About ESFI:**

The Electrical Safety Foundation International (ESFI) sponsors National Electrical Safety Month each May to increase public awareness of the electrical hazards around us at home, work, school, and play. ESFI is a 501(c)(3) non-profit organization dedicated exclusively to promoting electrical safety. For more information about ESFI and electrical safety, visit [www.esfi.org](http://www.esfi.org/).