

YOUR LETTERHEAD/  
LOGO HERE

# SAMPLE

**ELEV8 BALTIMORE MIDDLE SCHOOLERS TO EXPERIENCE THE WORLD OF CSI  
Laboratory Accreditor COLA Teams with Big Brothers Big Sisters and Maryland Mentoring  
Partnership to Describe Day in Life of Lab Workers**

**WHAT:** Students at Dr. Rayner Browne Academy will get a lesson on what it is like to be a laboratory scientist at a presentation by laboratory accreditor COLA. The program is being presented in partnership with Big Brothers Big Sisters and the Maryland Mentoring Partnership (BBBS/MMP), the Baltimore City Public School System and Elev8.

COLA staff members will demonstrate simple lab tests and conduct fun experiments for participants. The demonstration is part of an initiative called “COLA Cares,” where COLA is exposing students to the laboratory sciences during special community “Give Back Days.”

**WHEN:** Monday, May 23, 2011  
11:45 a.m. – Introductory remarks, COLA and BBBS/MMP  
12:00 p.m. – Pizza lunch  
12:30 p.m. – Hands on lab experiments

**WHERE:** Down the Road Center (Library)  
1000 N. Circle Ave.  
Baltimore, MD 00000  
(000) 000-000

**WHO:** COLA Cares team

**WHY:** Job growth in the lab sector is projected to rise about 16 percent between 2008 and 2018. But there are more than 40,000 current lab job vacancies in the U.S. and about half of clinical laboratories across the nation report difficulties in recruiting new staff. COLA Cares is designed to educate young people about the many job opportunities that exist in laboratory science careers and the many contributions these workers make to the delivery of safe, effective health care.

**CONTACT:** Mary Smith (000-000-000 x 000, office; 000-000-0000, wireless)

YOUR LETTERHEAD/  
LOGO HERE

# SAMPLE

**COLA TEAMS WITH BIG BROTHERS BIG SISTERS AND THE MARYLAND MENTORING PARTNERSHIP TO  
EDUCATE BALTIMORE MIDDLE SCHOOLERS ABOUT LAB MEDICINE CAREERS  
Lab Quality Organization to Describe a Day in the Life of Lab Workers**

**COLUMBIA, MD, May 18, 2011** – Aspiring CSI sleuths will get a lesson on what it’s like to be a laboratory scientist during a special presentation by COLA, a firm which protects patient safety by ensuring laboratory excellence, on Monday, May 23 at 11:45 a.m. at Dr. Rayner Browne Academy, 1000 N. Montford Avenue, Baltimore. The program is presented in partnership with Big Brothers Big Sisters and the Maryland Mentoring Partnership (BBBS&MMP), the Baltimore City Public School System and Elev8.

During the program, COLA staff members will describe a day in the life of medical laboratory workers, demonstrate simple lab tests and conduct fun experiments for middle school participants. Moving forward, COLA will also provide mentoring services through BBBS&MMP to students in Elev8 Baltimore schools, and will serve as a consultant to school health educators as they expand their on-site health departments.

The event is part of an initiative called “COLA Cares,” where COLA will expose students to the laboratory sciences and career opportunities during a special community “Give Back Day.” A major goal of the event is to heighten career opportunities in the laboratory sciences. According to federal government statistics, job growth in this sector is expected to be faster than average, with the number of clinical lab workers rising about 16 percent between 2008 and 2018, adding about 25,000 jobs. But nearly one half of the clinical laboratories across the nation have reported difficulties in recruiting new staff, and more than 40,000 current lab jobs are vacant in the United States.

“While laboratory tests influence approximately 70 percent of medical decisions, clinical laboratory professionals are often unseen by patients and even their medical colleagues, contributing to the low awareness of the profession among students,” said COLA Chief Executive Officer Douglas A. Beigel. “‘COLA Cares’ is designed to educate young people about the many job opportunities that exist in laboratory science careers, and the enormous contributions these workers make to the delivery of the kind of safe, efficient and effective care patients deserve.”

YOUR LETTERHEAD/  
LOGO HERE

# SAMPLE

“We are very proud to partner with COLA and the Elev8 program to make this event possible,” said Robin Tomechko, President and Chief Executive Officer of BBBS&MMP. “This COLA program will help achieve our goals of helping children remain in school, and prepare for their future with the help of positive, caring role models. We also look forward to COLA’s continuing relationship with our organization as mentors to Elev8 students.”

#### **About COLA**

COLA accredits almost 8,000 medical laboratories and provides the clinical laboratory with a program of education, consultation, and accreditation. The organization is an independent, non-profit accreditor whose education program and standards enable clinical laboratories and staff to meet U.S. CLIA and other regulatory requirements. For more information about COLA accreditation services and educational products, and online educational opportunities, please call 800-981-9883 or visit COLA’s web site at [www.cola.org](http://www.cola.org) or [www.colainsider.com](http://www.colainsider.com).

#### **About Big Brothers Big Sisters and the Maryland Mentoring Partnership**

For more than 57 years, Big Brothers Big Sisters of Central Maryland provided unique one-to-one mentoring services to help children make better choices, remain in school, receive better grades and live better lives. In 2010, Big Brothers Big Sisters merged with the Maryland Mentoring Partnership, an organization that, for 20 years, had been a catalyst, capacity-builder, and advocate for mentoring organizations throughout Maryland. The new organization, Big Brothers Big Sisters and the Maryland Mentoring Partnership helps children and youth reach their fullest potential through professionally supported mentoring relationships and a full range of services with quality standards and impact. For more information, visit their website at <http://www.biglittle.org>.

#### **About Elev8**

Launched in 2009, Elev8 Baltimore is a four-year initiative designed to improve educational and social outcomes for middle grade youth and their families in East Baltimore. Part of a broader initiative that also involves programs in New Mexico, California and Illinois, it is designed to transform four neighborhood schools in Middle East, a community comprised of several neighborhoods located near the Johns Hopkins University Medical Campus. Elev8 brings together schools, families and the community in underserved neighborhoods to ensure that students succeed in school and in life. For more information, visit their website at <http://www.elev8kids.org>.

###