

[Insert either “For Immediate Release” if for publication straight away, or “Embargoed until...” [whichever date you want the story to appear]]

[INSERT NAME OF INSTIUTION] TO HOLD VIRTUAL GRADUATION TO CELEBRATE STUDENT SUCCESS IN FACE OF CORONAVIRUS

Students will also be able to share clips of themselves on social media with friends and family

[Insert date of release here] – **[Insert name of institution]** has announced a “virtual graduation” for graduates in light of in-person ceremonies having to be postponed due to the coronavirus pandemic.

Using a digital platform created by StageClip and MarchingOrder for regalia company Herff Jones, graduates will be able to record a to-camera message with their smartphones, tablets or laptops, as well as creating a custom slide with their name, photo and a personal message.

The footage from all students will be edited together to create a ceremony procession, preceded by a welcome address, and then streamed live for seniors, their families and friends via YouTube Premieres to create a celebratory communal event.

Individual achievements will also be recognized as each student is announced by name, before receiving their recognition in an individual clip for sharing on social media and keeping forever.

Today’s announcement by **[insert name of institution]** comes after many institutions around the country were forced to postpone in-person graduation ceremonies because of the coronavirus pandemic.

[Insert name of Principal/spokesperson for institution said:

“We have been determined to keep our students and their families safe during the pandemic, and at the same time ensure we still celebrated their success. That’s why after following public health guidance, we were delighted to find a way via StageClip to enable students to come together virtually, to honor their hard work and share their stories with as many people as possible.”

[OR]

“When it became clear that the safest course of action was to postpone graduations in-person due to the coronavirus, we worked hard to find a way for students to still receive individual recognition. We are therefore delighted that we have been able to partner with StageClip to achieve that, and enable our students to share such an important day with friends, family and fellow classmates.”

Rupert Forsythe, Founder and CEO at StageClip, commented:

“We’ve been working with schools across the world for several years to give graduates individualized video clips of their recognition moment on stage for sharing straight after the ceremony. We really wanted to use our technology to help keep the tradition alive in difficult times. Since April we have given over 1,200 institutions an individual, personal experience for each and every one of their graduates. We’ve created over a million clips which can be shared with friends and family, given to them as a gift of recognition from their institutions” .”

- ENDS -

Notes to Editors

For further information please contact **[insert best contact details for media wishing to speak to the institution]**

About [Institution]

[insert “boilerplate” explanation of high school]

About StageClip

StageClip is on a mission to share life’s big moments. We enable event organizers and videographers to instantly create and distribute personalized video clips of their attendees in mass participation events. StageClips are immediately available for people to download to their mobile devices and share instantly on social media. Life’s big moments include graduations, mass participation sports, corporate and community awards, music events and school prize givings. We’ve helped event organizers worldwide deliver valuable social media ROI from personalized video clips as they’ve enhanced the event experience for their participants. <https://stageclip.com>

About Herff Jones

Indianapolis-based Herff Jones is the leading provider of graduation and educational products and services designed to inspire achievement and create memorable experiences for students. A division of Varsity Brands, Herff Jones’ products include class rings and jewelry, caps and gowns, yearbooks, diplomas, frames and announcements as well as motivation and recognition programs. Focused on building long-term relationships through a nationwide network of over 2,000 employees and sales partners, the professionals at Herff Jones have been helping elevate the student experience throughout the lifelong journey of education for more than 100 years. For more information about Herff Jones or Varsity Brands, please visit www.herffjones.com or www.varsitybrands.com.

About MarchingOrder

MarchingOrder uses the latest technology to make graduation ceremonies run more smoothly and efficiently. It ensures every name is pronounced properly and every graduate receives personalized recognition. MarchingOrder has been used for thousands of ceremonies, large and small, and can be customized to suit the needs of your school.