**News release – #LoveScotlandsColleges**

(Insert college name) are supporting the #LoveScotlandsColleges national campaign to highlight the importance and strength of Scotland’s colleges to stakeholders.

The week-long campaign, which kicks off on St Andrews day, 30th November, will showcase and celebrate the outstanding work of colleges the length and breadth of Scotland. Brainchild of the CDN Marketing and Communications Network, this collaborative campaign is supported right across the college sector. It will highlight national and local examples of how colleges are supporting students, communities, businesses, staff and the economy.

Jim Metcalfe, Chief Executive, College Development Network, said:

“Our colleges are at the heart of their communities, helping students to achieve their future goals; businesses to survive and thrive; regional economies to strengthen; and they are also helping Scotland to build a sustainable, net zero future. This campaign is a celebration of all that the sector does, and a way to shout about the fantastic, transformative work undertaken by colleges every day.

“Colleges will play a vital role in supporting Scotland’s economic, social and educational recovery – supporting industry to rebuild and re-engage its workforce, maximising employment opportunities for our citizens, and addressing the mental health and wellbeing of our communities.

“It is remarkable to see how quickly colleges adapted to the Covid-19 pandemic, responding to the needs of their students by moving learning and teaching online, and providing daily support to students and their local communities.

“The work of the college sector is now more critical than ever, and I am excited to see inspiring examples of what the sector does through the #LoveScotlandsColleges campaign.”

Join the conversation - #LoveScotlandsColleges - and find out about the important work of Scotland’s colleges.

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