

Local Library Pitch for Local Media

Subject: Google AI & tech career certificates now open to [City/County] residents
Hi [Reporter name],

If you're looking for a positive local workforce story, [Library Name] is now offering free, high-demand Google AI and tech certificates through the [Grow with Google program](#) to help local residents land entry-level jobs in as little as three months.

As AI and tech skills become essential across North Carolina's job market, [City/County] residents can now access **Grow with Google** courses and certificates **at no cost** through [Library Name] thanks to a new partnership between [NC LIVE](#) and Google.

Benefits of the partnership include:

- **No Cost or Experience:** Google Career Certificates do not require a prior degree or experience. They only take 3–6 months part-time to complete.
- **Direct Path to Hiring:** [Over 150 major employers](#)—including Target, Lowe's, Verizon, and Wells Fargo—use these certificates for hiring and upskilling.
- **Statewide AI Focus:** The partnership supports North Carolina's new [AI Strategic Roadmap](#) by equipping local workers and small business owners with immediate AI and digital skills.

[Library director name] is available for interviews to discuss how the program can help local job seekers and support our local economy.

The full release is included below. Please let me know if you'd like to set up an interview or would like contact details for any of the partners.

Best,

***Make sure to attach the press release! ([Available at nclive.org under "News and Alerts."](#))**