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FOR IMMEDIATE RELEASE

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Cal Poly Graphic Communication Department Announces Special Discount Packages for 2012-13 Career Days

SAN LUIS OBISPO – Cal Poly's Graphic Communication Department, serving the printing, publishing, digital imaging and related industries for decades, is offering special discount packages for its 2012-13 Career Days.

Career Days, exclusive for the graphic communication industry, are scheduled for fall quarter on Friday, Oct. 26, 2012; winter quarter, Friday, Feb. 1, 2013; and spring quarter, Friday, April 26, 2013. The winter quarter Career Day is held in conjunction with Cal Poly's annual International Printing Week lecture series, banquet and related events.

"Our Graphic communication Career Days are the best way to recruit bright, motivated and experienced graphic communication students," said Harvey Levenson, head of the Graphic Communication Department. "Cal Poly is a highly selective university attracting the best and brightest students. Our students are focused and can contribute immediately to the companies they join because of Cal Poly's hands-on, Learn by Doing teaching philosophy.

This year the Graphic Communication Department is offering discounted packages for companies that sign-up for two or three events over the year. "In addition to the benefit of recruitment planning and budgeting for the year, attending multiple events allows companies to build relationships with students who are prospective employees," Levenson said.

The price to attend one of the Career Day's is \$295. The cost to attend two is \$560, and participation at all three costs \$750.

With registration, companies receive a tabletop display area in the morning, catered breakfast and lunch, and private interview rooms in the afternoon.

For more information about Career Days, visit: www.grc.calpoly.edu/career or contact Lyndee Sing, manager of the Graphic Communication Institute at Cal Poly, at 805-756-2645 or lsing@calpoly.edu.

About Cal Poly's Graphic Communication Department

Founded in 1946, the department (www.grc.calpoly.edu) is one of the largest and best known in the U.S. The program includes concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with grants and endowments and with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The department is accredited by the Accrediting Council for Collegiate Graphic Communications. The Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, conferences and publishing.

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