



FOR IMMEDIATE RELEASE

## CareerWise Colorado Partners with Couragion to Provide Career Exploration

*Couragion to Provide Modern Career Exploration to Illuminate Pathways  
that Support Students in Selecting and Obtaining Apprenticeships*

**DENVER** – August 29, 2017 – [CareerWise Colorado](#), a nonprofit implementing a statewide, three-year youth-apprenticeship program for high school students, today announced a strategic partnership with [Couragion Corporation](#). Together the two organizations will deliver career exploration that illuminates multiple potential pathways and supports students in their apprenticeship decision making and selection processes. It's their collective belief that modern career-exploration leads to exceptional apprenticeship experiences, and ultimately to meaningful careers.

“Better informed students become better apprentices, and in the long run are better equipped to make the choices that will positively impact their education and career trajectories,” said Lauren Trent, director of education partnerships. “Career exploration—especially in the interactive manner in which Couragion provides it—is a key component of bridging the gap between education and career.”

Couragion provides an engaging application that exposes students to careers using videos, games, and self-reflection quizzes. The app features diverse role models in their work environments and opens students' minds to the vast opportunities available in the science, technology, engineering, and math fields.

“We're thrilled to work side-by-side with the CareerWise team. With our partnership, students will be more informed about career pathways, have access to role models outside of their friends and family, and make better apprenticeship selections that are in line with their values and interests,” said Melissa Risteff, CEO & co-founder of Couragion.

All existing CareerWise education partners are now eligible to receive Couragion's career exploration tools, and business partners are actively being recruited for participation. Schools that are not currently a CareerWise partner can reach out to [info@couragion.com](mailto:info@couragion.com) for inquiries about Couragion.



### **About CareerWise Colorado**

CareerWise Colorado is building a statewide system of youth apprenticeships that create pathways for students to access high-demand, high-paying careers at leading Colorado companies. Student apprentices work toward high school graduation and earn postsecondary credit, industry credentials or both in their chosen career path. Established by the Business Experiential-Learning (BEL) Commission created by Gov. John Hickenlooper and chaired by Noel Ginsburg of Intertech Plastics, CareerWise Colorado is launching in school districts in metro Denver, Fort Collins and the Western Slope. 20,000 youth apprentices, or about 10 percent of Colorado students in their last two years of high school, are expected to participate by 2027. More information about CareerWise Colorado is available at [www.careerwisecolorado.org](http://www.careerwisecolorado.org).

### **About Couragion**

Couragion's mission is to inspire underrepresented youth to pursue skills and competencies in science, technology, engineering, and math (STEM) with a set of career readiness and workforce development applications that students and educators love to use. Couragion's data-driven approach improves the awareness, perception, motivation and intention to pursue meaningful career pathways. Couragion is generously supported by the National Science Foundation and AT&T – and was named Emerging Tech Company of the Year by the Colorado Technology Association. More information about Couragion is available at [www.couragion.com](http://www.couragion.com).

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