**Press Release Template**

***Instructions for Chapter Advisors:*** *Local news outlets such as newspapers, radio or television stations and even your school district’s communications office like to receive information about noteworthy student achievements. Use the press release template below to announce your chapter’s participation in the National Leadership Conference (NLC).*

***To distribute the press release:*** *Replace the highlighted sections with the information needed to localize the announcement about your NLC participant(s). If your school does not have a communications office that distributes press releases to local media, you can gather a list of media email addresses from news organizations’ websites. The best contact may be an education reporter, the managing editor or an assignment editor. Email the completed press release (and participant photographs with captions if you have images available for release). If you have not heard back from a reporter within a few days, call to confirm the press release was received, and offer to answer any questions the reporter or editor may have.*

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**For Immediate Release**

**Contact Person:** [\*Advisor or other school contact for questions from reporters or editors\*]

**Phone:** [\*Contact’s phone number\*]

**Email:** [\*Contact’s email\*]

**Address:** [\*School name and address\*]

**Date:** [\*Date the release will be distributed\*]

**[\*School Name\*] Students Participated in the Business Professionals of America National Leadership Conference in Dallas**

Students from [\*School’s] Business Professionals of America (BPA) chapter were among more than 5,000 attendees representing nearly 800 school chapters who attended the 2022 BPA National Leadership Conference in Dallas, Texas, May 4–8.

While in Dallas, middle school, high school and college/university students vied for top honors in BPA’s Workplace Skill Assessment Program competitions, which covered the areas of business administration; digital communication and design; finance; health administration; management information systems; and management, marketing and communication.

The [\*student/students\*] from the [\*School\*] BPA chapter who attended the National Leadership Conference [\*was/were\*]:

* [\*List the student(s) attending the NLC and their competitive event(s), honors and/or awards.\*]

[\*Add a quote from the chapter advisor or a school administrator about the important role BPA plays in the school or the unique opportunities and benefits it provides for your students.\*]

“Participating in the National Leadership Conference is the culmination of a year’s work for our student members and their advisors,” said Steven J. Mitchell, National BPA’s Executive Director/Chief Executive Officer. “Seeing some of the world’s best business, finance and information technology students gathered to showcase their impressive skills has been one of the most invigorating experiences of my career.”

While in Dallas, conference participants also attended professional development workshops; received awards for community service activities and elected BPA’s 2022–2023 national student leadership team. They also had opportunities to network with other BPA members and business leaders, visit famous attractions in the region and participate in a walk for Special Olympics, BPA’s national service project.

The 2022 National Leadership Conference was presented by Certiport, a Pearson VUE business, the leading provider of certification exam development, delivery and program management services.

BPA’s 2023 National Leadership Conference will be held in Anaheim, Calif., April 26–30.

**About Business Professionals of America**

Founded in 1966, Business Professionals of America (BPA) is the premier Career and Technical Student Organization (CTSO) for middle, high school and college students preparing for careers in business, finance, management information systems and related fields. BPA provides members with opportunities for growth through education, competition, community service and personal development. The organization has more than 37,000 members in nearly 1,600 chapters across 25 states and Puerto Rico and an international presence in China, Haiti and Peru. Learn more at [www.bpa.org](http://www.bpa.org).