**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 Recognized at the Business Professionals of America National Leadership Conference in Dallas**

Students from [\*School’s] Business Professionals of America (BPA) chapter were among the 6,500 attendees representing nearly 800 school chapters who attended the 2023 BPA National Leadership Conference in Anaheim, Calif., April 26–30.

While in Anaheim, students vied for top honors in BPA’s Workplace Skill Assessment Program competitions, which cover the areas of business administration; digital communication and design; finance; health administration; information technology; and management, marketing and communication. Conference participants also attended professional development workshops, received awards for community service activities and elected BPA’s 2023–2024 national student leadership team.

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, BPA’s Executive Director/CEO. “We applaud all of these members who demonstrated workplace skills in competitive events, gained new insights by participating in workshops, earned valuable industry certifications or were recognized for individual or chapter achievements.”

While in Anaheim, participants 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 2023 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 2024 National Leadership Conference will be held in Chicago from May 10 to 14.

**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, information technology and related fields. BPA provides members with opportunities for growth through competition, leadership and personal development and community service. The organization has more than 46,000 members in nearly 1,600 chapters across 25 states and Puerto Rico and an international presence in China. Learn more at [www.bpa.org](http://www.bpa.org).