

Sample News Release

FOR IMMEDIATE RELEASE

(insert date)

CONTACT:

Name of Chapter Advisor and/or Public Relations Officer
Phone Number

OR

Trina Lee
Oregon DECA Executive Director
503.385.4742

**(Name of High School) MARKETING STUDENTS TO ATTEND
DECA STATE CAREER DEVELOPMENT CONFERENCE**

The following students from (Name of High School) will be attending the Oregon DECA State Career Development Conference in Portland at the Red Lion Hotel on the River – Jantzen Beach, on February 21-23, 2010: (List the students attending the conference).

DECA is an international student marketing association which: 1) encourages students in marketing related classes to pursue careers in marketing, management, and entrepreneurship and 2) promotes understanding and appreciation of the free enterprise system as well as the responsibilities of citizenship.

By attending this conference, students have the opportunity to compete in a variety of marketing situations. Many of the competitions reflect the actual business atmosphere. Judges are professionals from the business sector who are able to provide a true representation of the industry. Approximately 150 business professionals evaluate over 700 members competing. The award winners at this conference will proceed to the DECA International Career Development Conference in Louisville, Kentucky this April.

The DECA competitive events program is designed to develop marketing skills within its members and to prepare them to be outstanding citizens and future business leaders as well.

Additionally, conference delegates will elect the state officers for the 2010-2011 school year, have the opportunity to meet DECA members from all over the state, and interact with business and community leaders.

For more information about (name of high school) DECA and how you can help, contact (name of advisor) at (school phone number).