**Sample Press Release**

 Announcing Event

**Use Your School or Company Letterhead**

**FOR IMMEDIATE RELEASE:**

Contact: <Insert your contact information>

**<Insert your school name> to Host NFPA Fluid Power Action Challenge**

**City, State – Date** *—* <Insert your school name> will host the NFPA Fluid Power Action Challenge, a competition that gets middle school students excited about fluid power.

A Workshop Day for the event will be held on <date>, followed by a Challenge Day on <date>. Optional: <The event is being facilitated and sponsored by <local company name>, a manufacturer of fluid power products.>

During the Fluid Power Action Challenge, middle school students learn about fluid power technology (hydraulics and pneumatics) and gain hands-on experience while building a fluid power mechanism with real world applicability. The program is designed to introduce the students, and their teachers, to the world of engineering and fluid power careers.

On the Challenge Day at <school name>,<insert number> middle school teams (four students per team) will design and build fluid power mechanisms that pick an object from one platform, rotate and place it on another. In addition to the number of pick-and-place cycles a school’s machine completes, a review of each team’s design approach, teamwork and portfolio will be used in the final evaluation.

A student from a past competition said “This opens up more opportunities for engineering and careers that students aren’t aware of. It’s fun...you get to work with other kids and learn about teamwork and problem-solving!”

Through the Challenges, the National Fluid Power Association (NFPA) hopes to foster awareness and involvement of middle school students, helping them understand fluid power’s potential as a technology and realize the options of fluid power as a career path.

A pictures and video of teams in action can be seen on the NFPA Facebook Page at <https://www.facebook.com/FluidPowerChallenge>

The public and representatives of the media are invited to attend the Challenge day on <date>. To learn more about the event, please contact <insert your contact information>.

To learn more about the NFPA Fluid Power Action Challenge, contact NFPA at Workforce@nfpa.com or (414) 778-3344, National Fluid Power Association,

6737 W. Washington St, #2350, Milwaukee, WI 53214.

## NFPA provides a forum for the fluid power industry’s channel partners—manufacturers, suppliers, distributors, customers and educators. Its 330+ U.S. and multinational members work cooperatively in advancing hydraulic and pneumatic technology through the association’s many programs and initiatives.

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