**Sample Press Release**

 Announcing Event

**Use Your School or Company Letterhead**

**FOR IMMEDIATE RELEASE:**

Contact: <Insert your contact information>

**<Insert your Company or School name> to Host NFPA Fluid Power Action Challenge**

**City, State – Date** *—* <Insert your company or 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 (insert the company’s role in the industry(manufacturer / supplier / distributor) of fluid power products.>

During the Fluid Power Action Challenge, middle and high 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 <company or school name>,<insert number> the teams (four students per team) will design and build **a** 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 and high school students, helping them understand fluid power’s potential as a technology and realize the options of fluid power as a career path.

Pictures and video of teams in action can be seen on social media by using the hashtag #FluidPowerActionChallenge.

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.

## \*Insert Boiler Plate

## About [Your Organization's Name]

## [Your Organization's Name] is [a brief description of your organization, its purpose, and industry]. Founded in [year], we [highlight key offerings, mission, or unique value]. Through [key programs or initiatives], we serve [your target audience or industry], helping to [a summary of your impact or goals]. Learn more at [your website URL].

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