Thank you for downloading California DECA’s “Business Partnership Press Release Template.” Please complete this template and send it to local media outlets in order to publicize your chapter’s involvement with local businesses. Please note: text inside the {brackets} should be replaced with the corresponding information!

FOR IMMEDIATE RELEASE:

**{Title}**

**{City the event occurred in}, {Abbreviations of the state the event occurred in}**–On {day of the week, date}, {chapter’s name} DECA began a business partnership with {name of business}, {brief description of business}. This new partnership embodies one of DECA’s four guiding principles, “DECA connects to business.” Partnering with {name of business} will benefit {chapter name} DECA members by {benefit of business partnership to chapter members}. {Name of business} looks to benefit from this business partnership by gaining {benefit of business partnership to business i.e. publicity and brand awareness}.

**About {chapter name} DECA**

{Chapter name} DECA is a Career and Technical Student Organization that prepares emerging leaders and entrepreneurs in four fields of business: marketing, finance, hospitality, and management. DECA integrates into classroom instruction, applies learning, connects to business, and promotes competition to prepare the next generation to be academically prepared, community oriented, professionally responsible, and experienced leaders.

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**Contact Information**

To learn more about this story, please contact:

{Full name},{officer position}

{Chapter name} DECA

{Email address}

[{Chapter’s website URL if available, if not available, use www.californiadeca.org}](http://www.califonriadeca.org)

Mobile: {insert phone number or delete this field if uncomfortable providing this information}