Thank you for downloading California DECA’s “Guest Speaker Press Release Template.” Please complete this template and send it to local media outlets after your chapter hosts a guest speaker. Please note: text inside the {\_\_} 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 week, date} {chapter name} DECA had the privilege of hosting {name of guest speaker, title or position}. {Name of guest speaker} came to {chapter name} DECA’s {event at which he/she spoke i.e. weekly chapter meeting} to speak about {describe what he/she spoke about in one or two sentences}. {Explain how students benefitted from this experience in two or three sentences}.

**About {chapter name} DECA**

{Chapter name} DECA is a Career and Technical Student Organization of {number of members at your chapter} members. {Chapter name} DECA works to prepare 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 in order 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}