**[INSERT SCHOOL LOGO HERE]**

**FOR IMMEDIATE RELEASE**

**SCHOOL NAME hosts first Amazing Shake Competition**

*Local school challenges students’ professional acumen with exciting contest*

**CITY NAME (Month Day, Year)** – On **[Date of Contest],** **[School Name]** will host its first Amazing Shake Competition, a contest that places an emphasis on teaching students manners, discipline, respect, and professional conduct. Through the Amazing Shake, a competition originally created by the Ron Clark Academy in Atlanta, Georgia, students are introduced to the nuances of professional human interaction as they are taught various skills such as how to give a proper handshake, how to provide high-quality answers in interviews, and how to remain composed under pressure. At the end of the contest, the school aims to prepare their students to present themselves exceptionally well for opportunities today as well as those that will come in the future.

At **[School Name]**, nearly **[number of]** students will experience numerous tests and challenges as they interact with community professionals from local businesses in “The Gauntlet,” a creative course consisting of approximately **[number of]** stations. At each station, students will have 60 seconds to provide their best display of professional tact with the hope of earning respectable scores from the community judges. After the conclusion of the Gauntlet, the **[top 25 (*take your size of student body into consideration to decide*)]** students will move onto subsequent rounds, **which include “working the room” with executives, engaging in round-robin style speed questioning, and delivering speeches in a tense setting (*subject to change at your own discretion*)**.

After undergoing several rounds with each requiring their own level of critical thinking, the winner of the **[School Name]** Amazing Shake Competition will be named. Once the champion is chosen, they will be registered to compete against the top performers from across the world in the Ron Clark Academy’s Amazing Shake National Competition in April 2020.

**QUOTE EXAMPLE: “By hosting our first Amazing Shake competition, we hope to encourage our students to step outside of their comfort zone and discover what they’re capable of even in the most nerve-racking situations,” said school principal John Doe**.

The **[School Name]** Amazing Shake Competition will take place at **[School Name]**, located at **[Street Name, City, State, ZIP.]** To see footage from the competition, follow our school’s social media pages on Facebook at **[School Facebook Page URL]**, Instagram at **@schoolname**, or Twitter at **@schoolname.**

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**Media Contact**

Principal Name/Contest Point of Contact, Phone Number

Email address