

## Subiendo Press Release

Congratulations, you have completed the Subiendo 2017 Academy! You have accomplished a great deal over the last five days and now it is time to celebrate and spread the word about your experiences. Below is a press release template. When you return home, fill out the highlighted areas with your hometown, name, school, etc. and send this off to your local newspaper. Be sure to write something about what you learned from Subiendo! Large city newspapers are unlikely to publish these stories, but smaller publications might. Nevertheless, we encourage all of you to fill this out and give it a shot!

### FOR IMMEDIATE RELEASE

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#### **[Hometown] Student Attends Leadership Academy at UT.**

Local high school student [student name] of the [student school name] in [school city], Texas, was one of a select number of students drawn from across Texas to attend Subiendo: The Academy for Rising Leaders at The University of Texas at Austin June 11 – 15.

**[Write a quote that explains what you learned at Subiendo here.]**

Subiendo brings together aspiring high school seniors in Texas for leadership development at the University of Texas. Throughout the five-day program, students work to solve issues facing the state of Texas with state business, political and not-for-profit leaders. The Academy culminates with students presenting their ideas at the Texas State Capitol before these leaders and members of the press.

“Students such as [student name] had the opportunity to learn how to solve real-world issues during a fun yet challenging week,” said Leticia Acosta, program director at the McCombs School of Business. “They interacted with top business, government and community leaders from a variety of fields and professions. Subiendo believes in each student’s potential because the future of the state and nation depends on these aspiring leaders.”

Subiendo (meaning “climbing” or “going up”) was created at the University of Texas to prepare new leaders to address the needs of the next generation, including a growing Hispanic population that has become the largest and youngest minority group in the United States.

High school seniors are selected for the free academy through a competitive application process based on their leadership potential, academic achievement, extracurricular activities, and a letter of recommendation. Students who need assistance getting to Austin are flown in courtesy of Southwest Airlines, a continued partner of the Subiendo Academy. Applications for the 2018 Subiendo Academy will be available online at [www.subiendoacademy.org](http://www.subiendoacademy.org) starting November 1.

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