NEWS RELEASE from [Name of School]

FOR IMMEDIATE RELEASE
Name:
Phone:
Email:

[School/Program Name] Celebrates SkillsUSA Week

City, State. — Students and faculty at **[your school name]** will join others across the nation to celebrate SkillsUSA Week, Feb. 2 - 6, 2026. The annual celebration represents over 444,000 SkillsUSA members nationwide and promotes career and technical education (CTE). The week highlights the benefits of the SkillsUSA program in developing personal, workplace and technical skills grounded in academics. It also provides schools with an opportunity to demonstrate how CTE helps prepare local students for college and high-wage, high-demand career fields. SkillsUSA Week annually highlights SkillsUSA members and promotes career and technical education throughout the country. SkillsUSA is one of nine U.S. career and technical student organizations.

Among the special activities scheduled are **[name/time/date/place of your local events that are open to the public]**.

"The activities planned over the next month will illustrate the rigor and relevance CTE courses offer our students," said [name], director of the school. "By partnering with the business community, CTE programs are investing in students and providing them with the latest technology and skills that will prepare them to become successful employees and future leaders."

SkillsUSA Week activities nationwide include presentations to administrators, business leaders and legislators; community service events to benefit local charities and organizations; interviews with the news media; student-led events and campus outreach; and industry partnership development. SkillsUSA Week is held in February of each year in conjunction with Career and Technical Education Month.

"SkillsUSA Week is a time to lift up our students, chapters, teachers and recognize business partners who bolster support for local programs that define student excellence," says SkillsUSA's executive director, Chelle Travis. "SkillsUSA is a talent pipeline that graduates 100,000 SkillsUSA students each year who strive to be career-ready on the first day of their job. SkillsUSA Week is one of our most important weeks of the year and a highlight for students."

For more information on local SkillsUSA Week events, contact: **[local contact name, title, phone and email]**.

About SkillsUSA

SkillsUSA is the #1 workforce development organization for students, empowering them to become skilled professionals, career-ready leaders and responsible community members. SkillsUSA represents more than 444,000 career and technical education students and teachers in middle schools, high schools and college/postsecondary institutions nationwide. Those members represent 130 in-demand occupational areas, from 3-D animation to welding. A vital solution to the skills gap, SkillsUSA has served nearly 15 million members since its founding in 1965. Learn more at **skillsusa.org** and follow us on **Facebook**, **Instagram**, **X** and **LinkedIn.**