

*(Copy on to the BPW NZ letterhead template)*

*(Your Club Contact Details and Address)*

Date

## MEDIA RELEASE

### Local Women Take the Lead

***“Your club”*** BPW club has a new tool to assist women in honing their leadership skills called Keys to Achievement. This 60-page program is filled with tasks and challenges to develop a woman’s personal and professional capabilities and is being launched on the ***“Date”***.

*“This is a wonderful resource for women to improve their skills in an encouraging environment”* said Faye Gardiner, National President. *“BPW is dedicated to promoting leadership on a local, national and international level.”*

The program includes three levels of competency with the difficulty increasing at each level. Apart from the learning women will receive from completing each level, BPW will reward participants with a certificate and post nominals that women can add to their title.

BPW encourages women to get involved in their local club and take up the challenge for expanding their leadership skills. This program is open to any woman who joins their local BPW club.

Ends

For more information about ***“Your Club”*** BPW club and for a photo, please contact ***“Name”***, President on ***“Phone Number”***