



**NEWS RELEASE**

DATE

***For more information:***

Contact Company Representative  
phone  
***email***

**COMPANY to host business tour of MPS students  
“Be the Spark” program aimed at introducing seventh-graders to career options**

(Milwaukee, WI) – X COMPANY is participating in a program launched by the Council of Small Business Executives (COSBE) aimed at giving nearly 1,800 MPS students the chance to get an inside look at the diverse businesses that help grow the Milwaukee area economy. COSBE, the small business arm of the Metropolitan Milwaukee Association of Commerce, is partnering with 50 small businesses representing a wide variety of industries to provide guided company tours where students will meet and interact with employees in a host of different jobs. On DATE, X COMPANY will bring about 30 students from SCHOOL to its facility.

“QUOTE FROM COMPANY EXEC ON WHY THEY AGREED TO PARTICIPATE IN THE PROGRAM AND WHAT THEY HOPE THE STUDENTS TAKE AWAY FROM THE EXPERIENCE.”

“The ‘Be the Spark’ program gives kids a chance to learn not only what a company makes and does, but also what it takes to get those jobs,” said Stephanie Hall, COSBE executive director. “COSBE is dedicated to helping our region ensure a strong and sustainable workforce. The key to the success of our businesses – and the entire region – is building a pipeline of future talent.”

“Milwaukee Public Schools is committed to ensuring that all graduates are college and career ready and a key component of that is showcasing career pathways,” MPS Superintendent Dr. Darienne Driver said. “We are grateful to the 50 COSBE companies for opening their doors to our students. This experience gives students the opportunity to see the different pathways available at these local businesses firsthand -- and it gives them the opportunity to see how those pathways connect with what they’re learning in the classroom.”

PARAGRAPH ABOUT THE HOST COMPANY – WHAT THEY DO, WHERE THEY ARE LOCATED, HOW MANY EMPLOYEES THEY HAVE, ETC.

COSBE represents small business members of the MMAC with 1-300 employees. MMAC and COSBE advocate for a strong business environment and support the economic development of the region.

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