

For Immediate Release

Contact: [Company Spokesperson], 555-555-5555
[Spokesperson's Email]

[NAME] of [COMPANY NAME] Attains ABYC Certification

[Day, Date, Year, City, State (abbreviated)]: [Company Name] is pleased to announce that [Individual's Name] recently completed the [Certification Name] offered by the American Boat & Yacht Council (ABYC). ABYC has been developing, writing and updating the safety standards for boatbuilding and repair for over 60 years.

Having completed the training, testing and certification process, [Individual's Name] is now one of a growing group of certified specialists in the country whose commitment to excellence means better customer service for the recreational boater.

“At [Company Name], we believe that enrolling our marine technicians in ABYC’s training programs will help increase the quality of our customer’s boating experience,” says [Company’s Principal’s Name]. “But, what it really takes is the commitment of our employees to be able to advance their own knowledge by attending the ABYC program. We’re proud of [Individual’s Name] and what this means for [Company Name].

“What we offer is a comprehensive course of study and a challenging certification test,” says Ed Sherman, ABYC vice president and education director. “Technicians like [NAME] who have achieved ABYC’s [Certification Name], have demonstrated not only their understanding of applicable ABYC Standards, but their ability to troubleshoot and facilitate first quality repairs your boat.

IF APPLICABLE - [Individual's Name] has been working as a [position] with [Company Name] for [XX] years. [Company Name and description.]

For more information about [Company Name], please call 555-555-5555 or visit our website at [Company website address]. For more information about ABYC’s Certification Program, please call Sandy at 410-990-4460 ext.101 or visit www.abycinc.org.