

NEWS RELEASE: We encourage you to *send this to your local newspaper* (NOT PFEW) and include a wallet-size photograph.

**AREA STUDENT RECEIVES FULL SCHOLARSHIP TO
PENNSYLVANIA FREE ENTERPRISE WEEK**

_____, daughter/son of _____,
(Your Name) (Your Parents' Names)
from _____ and a _____
(City in which you live in) (Sophomore/Junior)
at _____ has been granted a full scholarship to attend
(Your High School)
Pennsylvania Free Enterprise Week 2018 on the campuses of Lycoming College or Pennsylvania
College of Technology, both located in Williamsport, PA. Pennsylvania Free Enterprise Week is
a weeklong economic education program that offers students an inside look at the private enterprise
system and the way the free market functions.

_____ will attend _____ of the five, one-week sessions
(Your Last Name) (Week assigned)
offered this summer on the campus of _____. Pennsylvania teachers
(PFEW campus selection)
and counselors recommend the candidates who are then reviewed by the PFEW staff. Admission
is based on motivation to learn that is demonstrated through essays submitted by the applicants.
Those accepted are awarded scholarships, which cover all program costs, excluding a nominal
registration fee and transportation to and from Williamsport, PA. When students arrive for their
one-week session in July or August, they are housed on the campus in dormitories where they
experience a taste of college life.

During the week, students form companies that compete against other student companies
for the equivalent of three years using a college level simulation. Business volunteers serve as
Company Advisors who mentor the students as they face many of the same decisions real
executives confront every day. The companies compete against each other in the areas of
management skill, return on net assets, a marketing and advertising campaign, and a presentation
to stockholders. Company Advisors do not make decisions for their team, but suggest available
options and share their own experiences and challenges. Scholarship winners learn the value of
teamwork, communication, cooperation, and leadership.

Dozens of world-class speakers present seminars and discussions covering topics like the relationships of business with labor, government, and consumers. The students also hear talks about business ethics, management and leadership skills, the economic system future, the global marketplace, money and banking, business operations, careers in business, marketable skills, and much more.

Totally funded, taught, and staffed by the Pennsylvania business community, PFEW is supported by eight manufacturer's associations, more than 100 chambers of commerce, and more than 800 companies. Now in its fortieth year of operation, PFEW's governing body is the Foundation for Free Enterprise Education, a 501(c)(3) non-profit organization. For more information, please contact the Foundation at (814) 833-9576 or visit www.pfew.org.

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