



*Future Business Leaders of America-Phi Beta Lambda, Inc.*

FOR IMMEDIATE RELEASE

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**FBLA-PBL partners with Facebook company  
Strategic partnership to provide future business leaders with digital marketing skills**

Reston, Va. – The Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL), the premier student business organization, today announced its new partnership with Facebook company. The partnership will provide FBLA-PBL advisers access to the Facebook Blueprint Educators Portal which includes access to information, materials, and content that easily integrates into curriculum planning for stating, executing and measuring digital marketing campaigns.

This new program builds a pathway for students to earn a Facebook Certified Digital Marketing Associate Certification and to empower them to reach their career or business goals through digital marketing across the Facebook company family of apps, including Facebook, Instagram and Messenger.

“This partnership aligns with FBLA-PBL’s commitment to prepare students to become digitally responsible, community-minded business leaders,” remarks FBLA-PBL President & CEO Alexander T. Graham.

The partnership between FBLA-PBL and Facebook company is part of the pilot program of the Educators Portal. FBLA-PBL advisers will be among the first educators to have first-hand access to the Educators Portal, which will fully launch in May 2020. The partnership will continue into the 2020-2021 academic year allowing advisers ample time to integrate the content into their curriculum plans.

To create an account on the Facebook Blueprint Educators Portal today and gain free access to these new resources, click here: <https://fb.me/FBLAeducator>

**About FBLA-PBL, Inc.**

Future Business Leaders of America-Phi Beta Lambda, Inc., the premier student business organization, is a nonprofit 501(c)(3) education association with a quarter million members and advisers in over 6,500 active middle school, high school, and college chapters worldwide. FBLA-PBL’s mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. The association is headquartered in Reston, Virginia, just outside of Washington, D.C. For more information, visit [fbla-pbl.org](http://fbla-pbl.org).

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