



Gulf Coast Process Technology Alliance

New Release

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FOR IMMEDIATE RELEASE

**Shell donates \$20,000
To GCPTA marketing effort**

Shell Oil Company has donated \$20,000 to Gulf Coast Process Technology Alliance (GCPTA) to use in marketing the need for process technicians.

The company contributed the same amount in 2007 to help begin a Public Affairs marketing campaign by GCPTA.

The funds have been used to hire a Public Affairs Director, produce and print brochures and flyers, provide expenses and fees for the PA Director to attend career fairs and to help produce a video about the need for process technicians.

“We want to continue the efforts that have been started to promote the Associate of Applied Science in Process Technology at the community and technical colleges,” said Monte King, director of Shell’s Workforce Initiative, “and we want to continue to raise the awareness of the public about the need for Process Technicians.”

Evette Torres and Will Wingard with Shell presented the \$20,000 check to President Steve Ames at the GCPTA meeting April 25 in Lake Charles.

The funds will be used in reprint brochures, update the organization’s display booth

for Career Fairs, redesign the organization's website and advertise on billboards.

"This is just another example of how one of our partners, Shell Oil Company, has stepped up to the plate and helped this organization achieve its planned goals of promoting PTEC throughout Texas, Louisiana and Mississippi," said Ames.

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