

FOR IMMEDIATE RELEASE
ATTENTION BUSINESS EDITORS

SALES PROFESSIONALS GIVE BACK!

Sales Professionals of Ottawa Contributes to The Local Sales Community

OTTAWA, ON, CANADA JULY 20, 2010 – The Sales Professionals of Ottawa (SPO) announced today they will award \$500.00 to a Business Marketing Student at Algonquin College who wishes to pursue a career in sales.

A public awards ceremony takes place every fall where a representative of Sales Professionals of Ottawa will make the formal presentation and meet the student. The student will also be recognized publicly at an SPO networking event. The award will be listed in the annual Student Handbook and on the Algonquin web site under "Scholarships and Awards".

“As a new organization, we are very proud that we are able to give back to the sales community within a year of start-up.” said Diane Johnson, SPO’s Past President. “This demonstrates our commitment to the profession. We are raising the stature of professional sales people by supporting students who want to learn and implement excellent selling techniques.”

The Sales Professionals of Ottawa Scholarship will be granted each year to a student who is returning for a 3rd year in Business Marketing to extend their studies and has applied to the Canadian Professional Sales Association for their Certified Sales Professional Designation. The monies will be donated to the Algonquin College Foundation and applied to the fall semester tuition of the student who is selected by the faculty.

For more information please contact Patrick Charlton at 613-371-1396 or info@salesprosottawa.com

About Sales Professionals of Ottawa

Sales Professionals of Ottawa is a non-profit membership based association with a mission to provide a forum for Ottawa sales professionals to network, exchange ideas and share best practices. <http://www.salesprosottawa.com>

About Algonquin College

Algonquin College offers more than 100 full-time programs, including certificates, diplomas, graduate programs and bachelor degrees in applied studies. Our degree programs provide the best of both worlds, combining the practical application of college education with the theoretical and critical foundations of university learning. <http://www.algonquincollege.com>