**A close up of a sign

Description automatically generated**

**Press Release Template for Employee Learning Week**

FOR IMMEDIATE RELEASE

Media contact: Name

Phone

Email

**(*Name of Chapter / Organization*) To Recognize Employee Learning Week 2024**

**(*City, state*) Date** – To increase awareness about the strategic value of learning in organizations, the Association for Talent Development (ATD) has declared December 2-6, 2024, as “**Employee Learning Week**.” This is an opportunity for organizations to showcase the important link between developing employees’ skills and achieving organizational results.

ATD research shows that organizations continue to invest in growing the knowledge and skills of their workforce. “Increasingly, business leaders realize that the most important asset in our knowledge economy is talent, and a skilled workforce is the key to realizing results. We encourage all organizations to demonstrate their commitment to learning by recognizing Employee Learning Week,” says Tony Bingham, ATD President and CEO.

*(Add an optional paragraph describing how your chapter or organization will recognize Employee Learning Week.*)

To learn more about the (*chapter/organization name here*) recognition of Employee Learning Week, contact (*contact name and email*). For more information about ATD Employee Learning Week 2022, visit www.td.org/elw or email [elw@td.org](mailto:elw@td.org).

About ATD

The Association for Talent Development (ATD) is the world’s largest professional membership organization supporting those who develop the knowledge and skills of employees, improve performance, and help to achieve results for the organizations they serve. Originally established in 1943, the association was previously known as the American Society for Training & Development (ASTD).

ATD’s members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports talent development professionals who gather locally in volunteer-led U.S. chapters and international member networks, and with international strategic partners.

For more information, visit [ATD](https://www.td.org).

###