



## FOR IMMEDIATE RELEASE

### Excell Academy hosts first Amazing Shake Competition

*Local school challenges students' professional acumen with exciting contest*

**Brooklyn Park 2023** – On **March 22, 2023** **Excell Academy** will host its first Amazing Shake Competition, a contest that places an emphasis on teaching students manners, discipline, respect, and professional conduct. Through the Amazing Shake, a competition originally created by the Ron Clark Academy in Atlanta, Georgia, students are introduced to the nuances of professional human interaction as they are taught various skills such as how to give a proper handshake, how to provide high-quality answers in interviews, and how to remain composed under pressure. At the end of the contest, the school aims to prepare their students to present themselves exceptionally well for opportunities today as well as those that will come in the future.

At **Excell Academy**, nearly **35** students will experience numerous tests and challenges as they interact with community professionals from local businesses in “The Gauntlet,” a creative course consisting of approximately 4 stations. At each station, students will have 60 seconds to provide their best display of professional tact with the hope of earning respectable scores from the community judges. After the conclusion of the Gauntlet, the top 10 students will move onto subsequent rounds, which include “working the room” with executives, engaging in round-robin style speed questioning, and delivering speeches in a tense setting.

After undergoing Excell Academy Amazing Shake Competition a winner will be named. Once the champion is chosen, they will have the opportunity to register to compete against the top performers from across the world in the Ron Clark Academy's Global Amazing Shake Competition in April 2024.

*“By hosting our first Amazing Shake competition, we hope to encourage our students to step outside of their comfort zone and discover what they're capable of even in the most nerve-racking situations,” said the Dean of Students.*

The Excell Academy Amazing Shake Competition will take place at Excell Academy, located at 5800 65th Ave N, Brooklyn Park, MN 55429. To see footage from the competition, follow our school's social media pages on Facebook at <https://www.facebook.com/ExcellAcademyEagles/>

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