

Sample News Release

For Immediate Release  
(today's date)

Contact: (contact name)

## **Local Technicians Pass National “Excellence” Test—Homeowners Benefit**

**(Your city here)** What do you do if you're a homeowner with a heating or cooling equipment problem but you don't know a reliable, knowledgeable technician? Do you just pick someone randomly out of the phone book, or ask a friend who may not know more than you do? How do you know if the technician you pick really knows what they're doing?

A national certification test has been developed, and is now being administered, to assure that technicians have the skills to do the job. North American Technician Excellence (NATE) offers these voluntary tests to technician in the areas of heating, ventilation, air conditioning, and refrigeration. The independent, not-for-profit organization is supported by an unprecedented combination of technicians, contractors, manufacturers, distributors, utilities, and heating and cooling contractors.

**(Name of contractor's company)** of **(city name)** is proud to announce that **(number)** of its **(technicians, owners, etc..)** passed the NATE **(names of all specialty tests)** test(s) on **(date and year)**. This certification benefits local homeowners by giving them an independent standard by which to select a knowledgeable technician to work on their home comfort system.

**“This certification really helps,”** said **(Name of head of HVAC/R company, person's title)**. **“It's a way that we can show our customers that we really care about doing the job right, and that we know how to get it done right the first time.”**

**“Heating and cooling contractors today are trying to improve their industry's image,”** says NATE spokesperson Pat Lampel. **“This certification test is national, independent, focused on current technology, and aimed at a high standard for technicians, so only the best will pass. This encourages all technicians to improve their skills in order to keep up with the pack, and that improves the overall industry for everyone!”**

For more information about **(Name of contractor's company)**, or to set up an interview, call **(Company Name and telephone number)**. For more information about NATE, call Pat Lampel in Arlington, VA at 703 600 0361 or visit NATE online at [www.natex.org](http://www.natex.org).