



FOR IMMEDIATE RELEASE
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CONTACT: Robert Agrusa, Director of Political Leadership Institute
407-907-8082
robert.agrusa@orlando.org

**The Central Florida Political Leadership Institute Announces Applications
Now Being Accepted for 2016 Campaign and Public Policy Class**
Future Political Candidates in Seven County Region Encouraged to Apply by August 26, 2016

ORLANDO, FL (August 15, 2016) – Today, the Central Florida Political Leadership Institute (PLI) announced applications are now being accepted for the 2016 PLI Class through Friday, August 26, 2016. PLI is an innovative, groundbreaking initiative designed to strengthen and equip the region's future leaders with training prior to their decision to run for public office. Since its inception in 2008, 14 graduates have served public office in our region.

The 2016 Political Leadership Institute sessions will be held Thursday, September 22 through Saturday, September 24, 2016 at the GuideWell Innovation Center in Lake Nona Medical City. During the course of the bipartisan three-day session, Institute participants will hear from prominent local, state and national experts discussing a broad range of topics – government, media, campaigning, fundraising, grassroots, ethics and key public policy issues. Following the campaign school, participants will undergo numerous leadership activities throughout the year and important networking opportunities.

"The Political Leadership Institute is a nationally recognized program that is designed to prepare the next generation of pro-business leaders to enter the political arena regardless of political affiliation," said Craig Swygert, the Chair of BusinessForce who leads the PLI effort. "PLI trains our future officeholders on how to campaign, teaches leadership skills for effective governing and educates participants on critical public policy issues affecting our community," concluded Swygert, Central Florida Market President at Clear Channel Outdoor.

There is no cost to apply or attend. PLI is made possible by the support of its sponsors including AT&T, Central Florida Partnership, Clear Channel Outdoor, Publix Super Markets, Inc., Universal Orlando Resort, and Walt Disney Parks and Resorts U.S.

Applicants from the seven county Central Florida region, which includes Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia, are encouraged to apply. A Selection Committee consisting of Investors and Members of BusinessForce will review the strength of applications, conduct personal interviews and select twenty-five (25) participants, ensuring representation from a wide range of business, civic and community organizations across the seven-county Central Florida region. The application deadline is Friday, August 26, 2016.

Applications are online and may be accessed at www.orlando.org/pli . For additional information, please contact Robert Agrusa, Executive Director of BusinessForce at 407.835.2486 or via email at robert.agrusa@orlando.org.