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Contacts: Jenn Bouchard
Office: [\(615\) 564-2129](tel:6155642129)
Cell: [\(251\) 648-5329](tel:2516485329)
jbouchard@nasba.org

Cassandra Gray
Office: [\(615\) 564-2172](tel:6155642172)
Cell: [\(615\) 573-6918](tel:6155736918)
cgray@nasba.org

**NASBA CENTER FOR THE PUBLIC TRUST TO HOST VIDEO
COMPETITION FOR MIDDLE TENNESSEE STUDENTS**
Opportunity provides participants with awareness of ethical issues.

NASHVILLE, Tenn., March 25, 2010 – The Center for the Public Trust (CPT) launches its student video competition this month as an opportunity for middle Tennessee college and university students to unleash their creativity while focusing on the theme of portraying Ethics in Action. CPT realized, with the prevalence of ethical dilemmas last year - the Madoff scandal and Wall Street's impact on the economic crisis - that there is an opportunity to influence future leaders by educating today's student on ethics, accountability and integrity.

In 2009, CPT launched the inaugural Student CPT (SCPT) chapter at Lipscomb University with a focus on promoting ethical thinking in the developing character and conscience of students. "We see tomorrow's leader developing a real awareness of ethical issues, faced by today's business community," said David Costello, president and chief executive officer of NASBA. "This is a significant milestone on our path toward providing and supporting an ethical foundation for our future leaders."

This year, the organization is focusing on developing awareness and initiating additional student chapters in order to expand its influence. "SCPT has proven to be vital in generating a new kind of conversation among our students, said Larry Bridgesmith, executive director for Lipscomb University's Institute for Conflict Management. "SCPT is about recognizing ethical behavior as the norm rather than the exception."

(More)

The SCPT Video Competition is an exciting new program designed to foster interest and conversation among local university environments. Interested students are encouraged to visit: <http://www.centerforpublictrust.org/videocompetition> to register their team, learn more about the contest and complete preliminary forms. Submissions are due by April 9, 2010 with winners announced at the Ethics in Action Premiere Party, an event on April 21, 2010 where winners will be announced with viewing of winning videos and prizes awarded to those teams represented. For more information, contact Jenn Bouchard at [615-564-2129](tel:615-564-2129) or jbouchard@nasba.org.

About the NASBA Center for the Public Trust

The NASBA Center for the Public Trust is a non-profit organization whose mission is to engender and foster confidence and trust in American corporations and institutions and the professions that serve them.

The Student Center for the Public Trust (SCPT) was established to focus on educating and engaging future business leaders on ethics, accountability and integrity. Based on college campuses, the SCPT provides an interactive environment where ethical behaviors and ideas can flourish, while creating opportunities for students to network with the business community and develop professional leadership skills. www.centerforpublictrust.org

About NASBA

Celebrating 102 years of service, the National Association of State Boards of Accountancy (NASBA) serves as a forum for the nation's state boards of accountancy, which administer the Uniform CPA Examination, license over 600,000 certified public accountants and regulate the practice of public accountancy in the United States. NASBA's mission is to enhance the effectiveness of state boards of accountancy in meeting their regulatory responsibilities. The Association promotes the exchange of information among the accountancy boards, serving the needs of the 55 U.S. jurisdictions.

NASBA is headquartered in Nashville, TN, with a satellite office in New York, NY, and a Computer Testing Center in Guam. To learn more about NASBA, visit www.nasba.org.

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