



For immediate release – June 26, 2017

2017 ASCA Annual Conference Attracts Approximately 3,200 School Counseling Professionals to Denver, Colo.

ALEXANDRIA, VA. – The American School Counselor Association will host its 2017 annual conference at the Colorado Convention Center in Denver, Colo. on July 8 through July 11, 2017. At this year’s four-day conference, approximately 3,200 school counseling professionals from across the country will learn how to sustain and improve comprehensive school counseling programs within their school districts and share best practices to benefit students and families they support. This will be the largest conference in the association’s 65-year history.

The conference will feature more than 166 educational sessions including a session discussing the Netflix series “13 Reasons Why” and implications for school counselors and educators. The conference will also offer multiple networking opportunities, an exhibit hall featuring more than 175 sponsors and exhibitors and keynote addresses delivered by:

- Carol Dweck, Ph.D.: A leading researcher in the field of motivation, Carol Dweck's work focuses on why students succeed and how to foster their success.
- Capt. Mark Kelly: Highly decorated astronaut who continues to secure his place in history. He partnered with his identical twin brother, Scott, from the ground in a historic yearlong expedition and unprecedented NASA study on how space affects the human body.

- Calvin Mackie, Ph.D.: An award-winning mentor, inventor, author, Calvin Mackie is a former engineering professor, an internationally renowned speaker and a successful entrepreneur.

Welcome remarks will be delivered by Colorado Gov. John Hickenlooper and the Ambassador of Switzerland to the United States Dr. Martin Dahinden.

Individuals who are unable to attend the conference have the option to register as a virtual conference attendee to live stream select conference educational and keynote sessions. For more information about the 2017 ASCA Annual Conference or to register, visit www.ascaconferences.org.

About the American School Counselor Association

The American School Counselor Association (ASCA) is a nonprofit, 501(c)(3) professional organization based in Alexandria, Va. ASCA promotes student success by expanding the image and influence of school counseling through leadership, advocacy, collaboration and systemic change. ASCA helps school counselors guide their students toward academic achievement, career planning and social/emotional development to help today's students become tomorrow's productive, contributing members of society. Founded in 1952, ASCA, the school counseling division of the American Counseling Association, has a network of 50 state associations and a membership of nearly 32,000 school counseling professionals. For additional information on the American School Counselor Association, visit www.schoolcounselor.org.

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Press passes are available for members of the media to attend and cover the 2017 ASCA Annual Conference. Please submit request by Thursday, July 6, 2017, at 5 p.m. Eastern to ASCA Press Contact: Lachelle Metcalf, (571) 329-4199, lmetcalf@schoolcounselor.org