

TYPICAL FORMAT FOR A PRESS RELEASE

Try to get the right person at your local paper, radio and television stations. Keep them informed with regular "releases" and follow up with phone calls thanking them whenever they mention or write about our input. Present a Certificate of Appreciation on the air or in a photo shoot, if possible. Develop a real presence with the media officials and they will give you the publicity that is needed for our continued success.

Helping Other People Everyday

FOR IMMEDIATE RELEASE

Date: _____ Council: _____

Council: _____ City: _____

Our local Council of the Knights of Columbus, an international Catholic, family, fraternal service organization, conducted its annual fund raiser for People with Intellectual Disabilities of South Carolina during the week of _____. At local shopping areas and highways.

A total of \$ _____ was raised. Local Council _____

Thanks the many citizens of South Carolina who unselfishly contributed to the campaign.

Funds will be distributed to the following local agencies _____ and _____ In addition, 15% of the net income will be distributed to statewide agencies that assist People with Intellectual Disabilities.

This program is known as H.O.P.E., or Helping Other People Everyday. It has raised over 9 MILLION DOLLARS since its inception in 1976. It has assisted citizens of South Carolina with Intellectual Disabilities.

(In addition, details of presentation ceremonies, ways in which the money will be used by the local beneficiaries may be added to give this release local appeal).

For further information, please contact:

GRAND KNIGHT

PHONE NUMBER
