

Make sure your Optimist Club is in the news!

Sample news releases are now available at www.optimist.org.



Just fill in the blanks and send out to local news outlets. It's that easy!

- ▶ **CCDHH**
- ▶ **Childhood Cancer Campaign**
- ▶ **Essay Contest**
- ▶ **Honor Club**
- ▶ **New President**
- ▶ **Optimist in Action**
- ▶ **Oratorical Contest**
- ▶ **Youth Appreciation**
- ▶ **And much more!**

News releases are available on the **Club Marketing/PR Kit CD** and on the **Optimist website** as **Word documents** and **pdfs**.*

To find the documents, look in the "News Releases" folder on the **CD** or go to www.optimist.org, look under "Members" and click on "Marketing."

Find the news release you need, fill in the blanks and send the release to your local newspaper and radio and TV stations.

*Please note that the .doc version enables users to type their information into fields, while the .pdf files are for viewing only.