



PRINT ON CLUB LETTERHEAD OR TYPE IN CLUB NAME

CONTACT  
CLUB CONTACT  
CONTACT'S NUMBER

FOR IMMEDIATE RELEASE

DATE

## **Local Optimist Volunteers Wear Nametags for a Friendlier Society**

**CITY, STATE/PROVINCE** – The Optimist Club of **CLUB NAME** is working toward a friendlier society this month thanks to a new program called “Hello, My Name Is ... .”

Throughout this month, local residents may notice members of the Optimist Club wearing red “Hello, My Name Is ...” nametags wherever they go. The effort is to draw attention to the Optimist Club’s efforts and encourage communication.

“Wearing a nametag gives someone unspoken permission to come up and say hello to you,” Club President **PRESIDENT NAME** said. “It gives perfect strangers the feeling that you are someone they can get to know. This October, it is our goal to say hello and introduce ourselves to as many people as possible and give them a chance to get to know us as individuals and as volunteers in the community.”

The local Optimist Club is just one of many clubs throughout the organization that will be holding “nametag rallies” this month. The international organization has also partnered with author and speaker Scott Ginsberg, known as “The Nametag Guy,” to reinforce the program’s goal – approachability.

The Optimist Club of [CLUB NAME](#) has been supporting local youth since [CHARTER YEAR](#). Some of the programs and service projects that the Club is involved in include [CLUB PROJECTS](#). The Club is currently working on [UPCOMING CLUB PROJECT](#).

The Optimist Club meets [MEETING TIME AND FREQUENCY](#) at [LOCATION](#). The Optimist volunteers welcome newcomers to their meetings. For more information about the Optimist Club, please call [CONTACT NUMBER](#).

Optimist International is one of the world's largest service club organizations with over 80,000 adult and youth members in almost 3,000 clubs in the United States, Canada, the Caribbean and Mexico and throughout the world. Carrying the motto "Bringing Out the Best in Youth, in our Communities, and in Ourselves," Optimists conduct positive service projects that reach more than six million young people each year. To learn more about Optimist International, please call (314) 371-6000 or visit the organization's website at [www.optimist.org](http://www.optimist.org).

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