



SAMPLE PRESS RELEASE #2



broward county public schools

news
release

COMMUNICATIONS & MEDIA RELATIONS
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DATE: When Release Is Sent (Not the Date of the Event)

CONTACT: Name Of Person(s) & Phone #s 954-555-1212

SUBJECT: **WHAT IS HAPPENING** (always in BOLD, CAPS)

Did you know that October 24 - 29 has been proclaimed National Red Ribbon Week in recognition of drug prevention and awareness? At noon on **Wednesday, October 26**, students at (name of school) will be participating in an anti-drug rally in the school's gym.

All American Elementary is located at **1122 Main Street, Fort Lauderdale.**

During the event, students will perform skits that show why staying off drugs is important and how staying in school can improve their lives. In addition, the school's band and chorus will perform for students, parents, faculty, staff and community members.

Our city's mayor, **(name here)** as well as Council Members (names here) will address the audience on drug prevention measures.

This year's Red Ribbon theme is "Neighbors - Drug Free and Proud." The focus of this campaign is the message **BEHIND** the Red Ribbon. It is more than just a week-long celebration - it is a lifetime commitment to a certain lifestyle.

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