

## SAMPLE PRESS RELEASES FOR A REFLECTIONS PROGRAM #1

Here are two examples of press releases that your PTA can use to promote your Reflections Program. The first release is a sample announcement for the kickoff of your Reflections Program. The second release is a model for reporting the success of your program conclusion.

Customize the text of these releases and format them on your typewriter or computer in order to produce copies that fit your PTA letterhead.

NOTE: You will need to fill in the appropriate information anywhere that words appear in parentheses, e.g., CONTACT (name) (phone)—put the name and phone number of the person that the press should contact to learn more about your Reflections Program.

Sample Press Release  
(Re-type on your stationary or letterhead. Double spaced.)  
CONTACT: (name) (phone)  
For Immediate Release: (date) \_\_\_\_\_

### (NAME OF PTA) ANNOUNCES KICKOFF OF REFLECTIONS PROGRAM

(City, State)\_\_\_\_\_ The (name of PTA) will officially kick off the (year) National PTA Reflections Program at the (name) school. The theme for this year's program is ("theme"). (Names of contributing businesses) have contributed (contribution) to the (name of PTA) for the Reflections Program.

The National PTA Reflections Program is a national arts recognition and achievement program open to students in preschool through grade 12 in areas of literature, musical composition, photography, and visual arts. Professionals in the respective arts areas will judge the works of art.

The National PTA Reflections Program is more than 35 years old. Ten million-plus students have participated in the program since it was created.

The National PTA, founded in 1897, encourages its more than 6.5 million members to be involved in key child education and welfare issues. The organization serves as an advocate for children and families in schools, the community and before government agencies.

Sample Press Release #2  
(Re-type on your stationary or letterhead. Double spaced.)  
CONTACT: (name) (phone)  
For Immediate Release: (date) \_\_\_\_\_

### (NAME OF PTA) ANNOUNCES SUCCESSFUL REFLECTIONS PROGRAM

(City, State)\_\_\_\_\_ (number) students participated at (name) school in the (year) National PTA Reflections Program through the (name of PTA). Students created works in literature, musical composition, photography, and visual arts in response to this year's theme, ("theme"). (Names of contributing businesses) have contributed (contribution) to the (name of PTA) for the Reflections Program.

The following students participated in the program: (List names and grades of all participants.) The following students placed in the program and their works will advance to the (district, council, state, or national) level for further judging: (List names and grades.)

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