

Sample Press Release for a Reflections Program

Following 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 program. The second release is a model for reporting the success of your program at its conclusion.

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

(Your PTA Letterhead)

FOR IMMEDIATE RELEASE
(date)

CONTACT: (name)
(phone)

(NAME) PTA ANNOUNCES KICKOFF OF REFLECTIONS PROGRAM

(City, State) – The (name) 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) PTA for the Reflections Program.

The National PTA Reflections Program is a National arts recognition and achievement program open to students in pre-school through grade 12 in the areas of literature, musical composition, photography, visual arts, dance choreography, and film production. The works of art will be judged by professionals in the respective arts areas, and selected works will be advanced to the (name of the Council or Region PTA). From that point, selected works will advance to the State or National levels for judging.

The National PTA Reflections program is more than 40 years old. Ten million-plus students have participated in the program since it was created.

The National PTA encourages its nearly 5.5 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.

(Your PTA Letterhead)

FOR IMMEDIATE RELEASE
(date)

CONTACT: (name)
(phone)

(NAME) PTA ANNOUNCES SUCCESSFUL REFLECTIONS PROGRAM

(City, State) – (Number) students participated at (name) school in the (year) National PTA Reflections Program through (name) PTA. Students created works in literature, musical composition, photography, visual arts, dance choreography, and film production in response to this year's theme, ("theme"). (Names of contributing businesses) have contributed (contribution) to the (name) 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 (Region, council, State, or national) level for further judging: (List names and grades).

The National PTA Reflections program is more than 40 years old. Ten million-plus students have participated in the program since it was created.

The National PTA encourages its nearly 5.5 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.