



SAMPLE NEWS RELEASE

KIWANIS KIDS SWIM SAFETY DAY

TO: ALL MEDIA

FROM: President _____ (or authorized officer) Kiwanis Club of _____

PHONE: _____

DATE: _____

RE: KIWANIS KIDS SWIM SAFETY DAY TO BE HELD ___/___/2019

Sample 1. Kiwanis knows that the summertime is filled with fun events which typically include going to the pool, lake or beach with your kids! While soaking up the sun is a great summer pastime, it is rough when you get a sunburn and even harder on young children who get a sunburn. Each sunburn can lead to health issues for your young child down the road. We want to help you protect your kids sensitive skin. So the Kiwanis Club of _____, local providers and the Ohio District Kiwanis Foundation have partnered to sponsor the purchase of swim shirts to be passed out at our event!

Kiwanis Kids Swim Safety Day will be held (**insert day, time, location**). A limited number of shirts will be provided on a first come first serve basis. Additional shirts may be purchased at costs from Ohio District Foundation website at www.ODKF.org. Click on the Safe & Healthy Kids link and go to the Kiwanis Swim Safety to reach the order form. The neon colored shirts will be for toddler to 10 years of age and are \$15 each price includes shipping and handling.

For more information, contact (**YOUR CONTACT INFO**). Go to our Facebook page titled _____ to learn more about how Kiwanis helps our local kids!

Sample 2. The Kiwanis Kids Swim Safety Day will be held (**day, date, time, location**). For more information, contact the (**your organization**). A limited number of neon colored swim shirts will be handed out for free to the public at the event! The neon colored shirts will help you keep track of your young one and the kids think they are cool so they are actually likely to wear them! They provide additional protect against the harmful rays of the sun. Of course, we suggest using suntan lotion at all times in addition to the shirts.

If you do not receive a free shirt at the event, they can be ordered on your own in whatever amount and sizes that are available. The Ohio District Kiwanis Foundation has partnered with Kiwanis to offer them at their cost of \$15 each price includes shipping and handling. A savings of about \$20!

Go to our Facebook page titled _____ to learn more about how Kiwanis helps our local kids!

Sample 3. The Kiwanis Club of _____ and the Ohio District Kiwanis Foundation have teamed up to present a Kids Swim Safety Day Kids on (date/time/location). Swim shirts to help protect children from the sun will be handed out for free at this event! You can purchase additional shirts by going to www.ODKF.org and following the links to Kiwanis Safe & Healthy Kids and then look for Swim Safety Day. For more info contact (**Contact info**). Go to our Facebook page titled _____ to learn more about how Kiwanis helps our local kids!

ADDITIONAL PRESS RELEASE INFO:

You can submit this to your newspapers, and radio stations by fax and sometimes by email. Releases can be sent to community events section of the newspaper. Radios have a general fax or email to send to. Remember to include a phone number in case they have further questions.

If you have a Facebook page and/or webpage you can simply copy this information and add it as needed.

You do not have to publish the cost of the shirts in your release. You can provide that information on a slip of paper that also has your local club information on it which should also have your meeting times/date/locations as a bonus.

When you schedule your event, please send your event date/time/location/club name to judgegeorgemccarthy@gmail.com so we can include it on our Ohio District Kiwanis Foundation and also on our Kiwanis Safe & Healthy Kids page. Comments and suggestions may be sent to that address as well. Please put **Kiwanis Swim Safety** in your subject line.

Additionally, local clubs can purchase small tubes of suntan lotion (travel size) to hand out for the event as well. Should be SPF 30 or 50 and waterproof if possible. Address size stickers can be placed on the tubes with local club information.