

KEY CLUB®

NEWS RELEASE TEMPLATE – CONVENTION PARTICIPATION

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

[OFFICE NUMBER]

[CELL NUMBER]

[E-MAIL]

[NAME] KEY CLUB STUDENTS ATTEND INTERNATIONAL CONVENTION

[YOUR CITY, STATE (DATE)] – Members of the Key Club of [NAME] will travel to [CITY], [DATES], to represent their club at the organization's [FILL IN] annual international convention. There, [CLUB NAME] members will join thousands of other Key Club members, advisors and guests from around the world to celebrate leadership, fellowship and service.

Over several days, [CLUB NAME] members will participate in business sessions and workshops focused on service leadership, said [NAME], club president. Highlights include internationally known speakers and talent as well as individual and club competitions, leadership-development activities and service programs and projects.

The events are designed to motivate members to continue serving their communities and campuses.

"The convention is a time for us to celebrate our successes in our schools and communities," said [NAME]. "But it also gives us the chance to sharpen service skills, share tips to grow our clubs to provide even more service, and to elect new leadership."

The following club members, who were selected for their service to the campus and community, will attend the convention as club representatives and delegates:

[LIST]

The Key Club of [NAME] is sponsored by the Kiwanis Club of [NAME].

Key Club International, a service leadership program of Kiwanis International, is the oldest and largest service program for high school students, and gives its members opportunities to provide service, build character and develop leadership skills. Key Club attributes its success to the fact that it is a student-led organization that teaches leadership through serving others. For more information, visit www.keyclub.org or call 1-800-549-2647.

Instructions:

- Complete the news release with names, club information and event information
- Compile names and contact information for key people at local television and radio stations, newspapers, Web sites, bulletins and newsletters.
- Attach a Key Club fact sheet to the news release and send it to local media outlets to publish or broadcast.
- Follow up with media to offer assistance and additional information
- Provide photographs if available and applicable