EXAMPLE PRESS RELEASE

Send one to two weeks prior to event for promotion assistance.

Send again day before event with reminder of live interview opportunities.

**FOR IMMEDIATE RELEASE**

Local BSA Scout Troops continue tradition to collect and recycle Christmas Trees

   \*\*\*interview, photo and video opportunities

Contact: Jamie Goldman, Troop 21, Bend

  Email: jamie@email.com

Phone: 123-456-7890

**LOCAL BSA SCOUT TROOPS COLLECT AND RECYCLE CHRISTMAS TREES**

Continuing annual project with online or phone reservation and curbside pickup

Central Oregon – BSA Scout Christmas Tree recycling is an annual project and fundraiser that will carry-on with some modifications for COVID-19 health and safety guidelines. This project provides a service to the community and teaches organizational and team building skills to the Scouts involved at all levels of the project.

For additional details visit: [www.takeyourtree.com](http://www.takeyourtree.com)

   Online reservations available for Bend.

   Phone reservations available for Bend, La Pine, Redmond, Sisters, and Sunriver.

**INTERVIEW OPPORTUNITIES**

  w/ BSA Scouts and

w/ parent volunteers

   Saturday, January 2, 2021

8:00a.m.

     High Desert Middle School, Bend

     Scouts picking up maps for Christmas tree pickup routes for the day

     Scouts receiving instructions for how to dropoff at Knott Landfill

Scouting creates opportunities through programs and activities that allow youth ages 5 to 18 to try new things, provide service to others, build self-confidence and reinforce ethical standards.

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PRESS RELEASE TEMPLATE

Send one to two weeks prior to event for promotion assistance.

Send again day before event with reminder of live interview opportunities.

1. Subject line of email: **FOR IMMEDIATE RELEASE** <INSERT SAMPLE HEADLINE>
2. BCC media contacts in your area
3. In body of email:

**FOR IMMEDIATE RELEASE**

<INSERT SAMPLE HEADLINE>

   \*\*\*interview, photo and video opportunities

Contact: <NAME, TITLE, UNIT NUMBER, CITY>

  <EMAIL, PHONE>

**<MAIN HEADLINE>**

<SUB HEADLINE, BRIEF DESCRIPTION>

<REGION, COUNTY, OR CITY> - ONE OR TWO PARAGRAPH DESCRIPTION OF ACTIVITY.

For additional details visit: <LINK TO WEBSITE IF APPLICABLE>

**INTERVIEW OPPORTUNITIES**

  w/ BSA Scouts and parent volunteers

<DATE, TIME, LOCATION>

<DESCRIPTION VIDEO OPPORTUNITIES, ACTIONS OR ACTIVITY TAKING PLACE>

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####

EXAMPLE MEDIA ADVISORY

Send day before event and reminder for day of for coverage of event itself.

Send following event with photos if no media was present.

**MEDIA ADVISORY FOR TODAY, SATURDAY, NOVEMBER 14, 2020**

With interview, photo and video opportunities

Contact: Jennifer Stephens, Parent Volunteer, Pack 27, Redmond

  Email: jennifer@email.com

Phone: 123-456-7890

**Scouts Collect Food for Local Community Members in Need**

BSA Troop 9027 with the help of Cub Scout Pack 27 carryon annual food drive

Redmond, Ore. - Scouting for Food is an annual one-day food drive across the nation. Today, Scouts in Central Oregon are participating, even though the traditional collection methods look a little different to comply with COVID-19 health and safety guidelines.

Scouting for Food is Scouting’s community stewardship project aimed at addressing the problem of hunger in the community in which we live and work. Scouting for Food is a project rooted in the very foundation of the Scouting movement. Through initiative and hard work, the Boy Scouts have developed a framework that can help local food pantries feed tens of thousands of needy local residents with emergency aid.

(Scouting for Food logo attached)

INTERVIEW OPPORTUNITIES

  w/ BSA and Cub Scouts

  w/ Parent volunteers

EVENT DETAILS

  Saturday, November 14

9:00a.m.

  Community Church, 237 NW 9th Street, Redmond

Scouts gather for maps and assignments at Redmond Community Church at 9:00a.m.

A final weight of collection will be calculated at 3:00p.m.

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####

MEDIA ADVISORY TEMPLATE

Send day before event and reminder for day of for coverage of event itself.

Send following event with photos if no media was present.

1. Subject line of email: **MEDIA ADVISORY** <INSERT DATE AND SAMPLE HEADLINE>
2. BCC media contacts in your area
3. In body of email:

MEDIA ADVISORY

<INSERT SAMPLE HEADLINE>

   \*\*\*interview, photo and video opportunities

Contact: <NAME, TITLE, UNIT NUMBER, CITY>

  <EMAIL, PHONE>

**<MAIN HEADLINE>**

<SUB HEADLINE, BRIEF DESCRIPTION>

<REGION, COUNTY, OR CITY> - ONE OR TWO PARAGRAPH DESCRIPTION OF ACTIVITY.

For additional details visit: <LINK TO WEBSITE IF APPLICABLE>

**INTERVIEW OPPORTUNITIES**

  w/ BSA Scouts and parent volunteers

<DATE, TIME, LOCATION>

<DESCRIPTION VIDEO OPPORTUNITIES, ACTIONS OR ACTIVITY TAKING PLACE>

Scouting creates opportunities through programs and activities that allow youth ages 5 to 18 to try new things, provide service to others, build self-confidence and reinforce ethical standards.

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