

NEWS RELEASE TEMPLATE

CLUB LOGO, IF APPLICABLE

FOR IMMEDIATE RELEASE

Contact: NAME

EMAIL

TELEPHONE NUMBER

CLUB WEBSITE ADDRESS

DATE

HEADLINE

CITY, STATE—Opening paragraph, give the who, what, where, when. Make it exciting and enticing for someone to A. attend; and B. to keep reading.

PARAGRAPH 2: Include what will go on at your event. Give specifics: name some of the people involved, what they will be doing with the horses. Also cite anything special: do you have something especially for children, for example?

PARAGRAPH 3: A concluding paragraph on details: time, cost, parking, restrictions, if any.

PARAGRAPH 4: To end, a descriptive paragraph on your club: when it was founded, how many members, where it is located.

PARAGRAPH 5: Use this as a last paragraph for more information about the breed:

For more information on America's original horse breed, contact the American Morgan Horse Association, Inc., 4066 Shelburne Road, Suite 5, Shelburne, Vermont 05482; (802) 985-4944; www.morganhorse.com.

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Club Address