

Sample Press Release for SIGHT & SOUND SWEEPSTAKES

(Use Lion or Lioness as appropriate.)

FOR IMMEDIATE RELEASE

(Date)

For More Information Contact:

Name: _____

Club Name: _____

Daytime Phone: _____ Evening Phone: _____

Email Address: _____

LIONS URGE PARTICIPATION IN SWEEPSTAKES

Where else can you have the opportunity to strike it rich and help people at the same time? The answer: the Lions' Sight & Sound Sweepstakes, a cash raffle with a first prize of \$5,000 and total prize money of \$19,750. The money raised will be used locally or statewide to help the visually and hearing impaired through such programs as Camp Lions for children/adults and free vision/hearing screenings.

Winning tickets will be drawn at the Annual Membership Meeting of the Lions of Illinois Foundation in May. Sweepstakes tickets are available from any Lions/Lioness Club member and are \$10 for a book of 3 tickets or \$4 for an individual ticket. The Sweepstakes campaign will continue until *(date)*_____.

Persons wishing to join the Lions in their fight against the effects of vision and hearing loss should contact the local Lions Club or the Lions of Illinois Foundation.

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