

Sample News Release

FOR IMMEDIATE RELEASE

Name of club or organization

Contact Name: _____

Contact Phone: _____

Contact E-mail: _____

Kiwanis Kids Elementary School Program is Terrific for Kids!

Things are just terrific at _____ School these days – now that the **(insert name of club or organization)** has started a program called “Terrific Kids” at the school.

Each week/month, a student from every classroom is selected to be a Terrific Kid by achieving a goal agreed upon with the teacher. The student is selected by the teacher as the class Terrific Kid for the week or month.

All Terrific Kids receive an award certificate at a ceremony each _____.

Representatives from Dairy Queen, Walmart, and Joe’s Bike Shop award coupons that can be redeemed for prizes.

“The beauty of the Terriic Kids program is that it focuses on effort rather than perfection,” says Kiwanis club president Michael Drayton. “In order to achieve positive attitudes, you have to establish goals that can be reached. Otherwise, it’s just frustrating for kids.”

Students can become Terrific Kids by improving behavior, attendance, schoolwork, relationships with other students, or working on other areas where the student thinks improvement is needed.

To learn more about this program visit the Terrific Kids Web site at: www.terrifickids.org.

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Terrific Kids at _____ Elementary School

Principal _____ recognized 19 _____ Elementary students as Terrific Kids at an award ceremony on _____. Classroom teachers chose 18 of the honored students for reaching goals they had set for themselves in September. In addition, Principal _____- chose one student whom he observed demonstrating good citizenship.

The 19 students are: (List name and grade level of each student.)

The **(insert name of club or organization)** presented each student with a certificate, pen, coupon for a free sandwich at Burger King, and two passes to the Saturday children's matinee at Loews Theater.

Students can become Terrific Kids by improving behavior, attendance, schoolwork, relationships with other students, or working on other areas where the student and teacher think improvement is needed.

To learn more about this program visit the Terrific Kids Web site at: www.terrifickids.org.