**The following is a guide to help you write your own press release. Personalize it how you want. Here are a few tips about sending a press release.**

* Email is preferred. Copy the text into the body of the email (not an attachment) and make the subject something like: Local teens present …… at ….,
* If you fax the press release, do not use a cover letter. All of your contact information will be on the press release.
* You can attach a picture (jpeg is best). If you attach a picture, add information at the bottom of the press release to say that a photo is attached. Then add School Name and names of individuals left to right (specific top row, etc.)
* You may want to send this to your local paper as well as to your school/district media relations person.

**For immediate release:** Date

Media Contacts:

Terry Hamm, Texas Association of Student Councils

512-443-2100 ext. 233 [**terry@tassp.org**](mailto:terry@tassp.org)

**\_\_\_\_\_\_\_\_\_Student Council Earns Statewide Recognition**

For outstanding achievement in leadership, service, and activities that serve to improve the school and community, \_\_\_\_\_\_\_\_\_\_\_\_\_\_has been recognized by the Texas Association of Student Councils (TASC)( in the areas of Outstanding Student Council; Drugs, Alcohol, Safety and Health (DASH); Pride and Patriotism; and Energy and Environment. (Fill in your area of recognition) as well as for submission of its Community Service Report. – (OR- has been recognized as a Sweepstakes Council. Sweepstakes councils must be recognized as an Outstanding Student Council and receive outstanding recognition in Drugs, Alcohol, Safety and Health (DASH); Pride and Patriotism; and Energy and Environment as well as submitting a Community Service Report.) TASC has 1399 member schools. Of those, \_\_\_\_\_\_\_\_\_\_\_ is one of only \_\_\_\_ student councils statewide to receive this highly-esteemed honor. *(See below for statistics you can use to fill in this area.)\* We will not have these statistics until reports are in for the whole state.*

“Advisor comment here,” said \_\_\_\_\_\_\_, advisor of \_\_\_\_ Student Council. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ additional comment.”

Student Council members develop proven skills in team building, problem solving, project planning, and decision making. Through their co-curricular activities, student council members serve their communities while strengthening their academic and civic skills. \_\_\_\_\_\_\_\_\_, (member/officer, etc.). of \_\_\_\_\_\_\_student council expressed his/her excitement in earning this recognition saying, “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

TASC is a non-profit serving high school and middle level student councils in Texas. Sponsored by the Texas Association of Secondary School Principals, its purposes are to develop leadership abilities in students, promote democracy as a way of life, and uphold high standards for local councils. With 1399 member schools, it is the largest state student leadership organization in the US.

Outstanding Student Councils: 321

DASH: 269

Energy & Environment: 252

Pride and Patriotism: 311

Community Service Report: 331

Sweepstakes Awards: 232

With fewer than 1/3 of our members submitting Community Service Reports, the monies donated, the value of the goods donated and the service hours (valuing the hours at $7.25 an hour) comes to a total donated of **12 million, 834 dollars and 60 cents.**