

Sample Press Release

Below is a sample of a press release to help guide your efforts in writing. Please be sure to read the other articles in the Communications Section written about public relations.

FOR IMMEDIATE RELEASE

Wednesday, January 04, 2006

CONTACT: Barbara Keebler
(202) 337-6232
communications@ncea.org

BEAR-LY RECRUITING PROGRAM STAYS IN TOUCH

Washington, D.C.--A recruitment program designed to stay in touch with prospective students from the time of their Baptism to enrollment in kindergarten or preschool will roll out nationally during the spring of 2006. The Bear-ly Recruiting program is a five-year initiative that allows a parish school's message to reach each prospective new student six times before registration for kindergarten or pre-kindergarten. The programs can be used for nursery schools and childcare locations as well.

-- more --

“The campaign is just one more way for schools to stay in touch with prospective students,” said Karen M. Ristau, NCEA president.

“We’ve made it so time and cost efficient that you’ll barely know you’re recruiting.’

Each child baptized in the parish is sent a congratulation card with a personalized message from a second-grade student in the school. A teddy bear magnet with the inscription “Catholic School Class of 20??” accompanies the card.

On subsequent first- through fourth- birthdays, the prospective student receives a birthday card signed by the same student. In spring of the fourth year, the prospective student receives a coloring book and an invitation to visit the school. The original school "sponsor," now a sixth grader, serves as a big sister/big brother for the day.

-- more --

Each recruiting kit contains all of the necessary cards and instructions. Kits may be ordered from the National Marketing Campaign. The concept was created and pioneered in the Diocese of Metuchen, New Jersey, for several years before becoming a national effort.

NCEA is the largest private professional education association in the world. The association's membership includes more than 200,000 educators serving 7.6 million students at all levels from Pre-K through graduate school. It was founded in 1904.

###