



# News Release Guide

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## American Legion Auxiliary Media Release

Street Address, City, State ZIP Code

[www.ALAforVeterans.org](http://www.ALAforVeterans.org)

(and your unit's Website, if available)

Contact: [PR Chairman], [PR Chairman's Phone Number]; [PR Chairman's e-mail Address] for  
[Department President's Name]

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Month, Date, Year

FOR IMMEDIATE RELEASE:

### **Headline Centered and in Bold**

[A headline should summarize the gist of the story. Try to keep apostrophes out of titles.]

CITY IN ALL CAPS- Start the first paragraph of the news release with a summary of the most important facts in the story. This text should include the who, what, when, where and why of the story. It should let the reader know right away what is going to be talked about. Here is where the most newsworthy information is placed, working down to less significant items in the next paragraphs.

Try to work in a quote from a credible spokesperson, such as a program chair or a unit officer. When appropriate, such as scholarship awards or Girls State delegates, use a quote from the recipient/participant. Remember to use active verbs (examples: "are holding" instead of "held") and spell out numbers less than 10 (one through nine). The Auxiliary follows style rules defined in the Associated Press (AP) Style Guide. Take advantage of spelling and grammar checks on your computer.

Paragraphs should be short and preferably no more than four sentences. Use a single space between sentences. Set one-inch right and left margins, and double space between paragraphs, as shown here. Try to keep your news release to one page. It should be processed on a computer. You may attach additional media fact sheet materials with the release if you feel it is necessary to explain the program or event mentioned.

[Boilerplate: this **does not change** in all news releases by the Auxiliary.] Founded in 1919, the American Legion Auxiliary is the world's largest patriotic women's service organization. With a membership of nearly 850,000, local ALA units have a strong presence in more than 9,500 communities nationwide. The ALA's mission to *serve veterans, their families and their communities* is carried out through its hundreds of outreach programs delivered by its members, volunteers and National Headquarters.

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[### Denotes the end of the press release]



## American Legion Auxiliary Media Release

NATIONAL HEADQUARTERS  
8945 N. Meridian St., Indianapolis, IN 46260  
[www.ALAforVeterans.org](http://www.ALAforVeterans.org)

Contact: Tabitha Rhoda, (317) 569-4565; [trhoda@legion-aux.org](mailto:trhoda@legion-aux.org)  
for Mary “Dubbie” Buckler, National Executive Director

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March 14, 2011

FOR IMMEDIATE RELEASE:

### **New Website Makes Clearer Connection to American Legion Auxiliary Mission**

INDIANAPOLIS--The American Legion Auxiliary National Headquarters is pleased to announce the official “grand opening” of the Auxiliary's new, reinvigorated website that is more attractive and more informational using a new domain name: [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

While users can still access the website through [www.legion-aux.org](http://www.legion-aux.org), the previous URL, the new domain name readily identifies the Auxiliary, providing potential and current members, as well as those researching the ALA, a better indication of what the organization does for veterans, active-duty servicemembers and their families. More than 20 additional domain names include [www.ALA4Veterans.org](http://www.ALA4Veterans.org) and [www.ALAFoundation.org](http://www.ALAFoundation.org), so that everyone can easily find the Auxiliary.

The new ALA website is an interactive source of information that delivers real-time, multichannel access to Auxiliary information for members and the community.

Several cool features are incorporated into the new website:

- Auxiliary videos – a long-awaited and often requested function from members
- “share” technology so users can share pages via Facebook, Twitter and other social media
- improved search tools
- more descriptive and informational Auxiliary program pages
- rotating images that will display programs, photos and services on the homepage
- photo galleries
- vastly improved department/state contact pages
- many pages featuring Auxiliary history
- a clearer connection to The American Legion Family
- more ways to appeal to potential Auxiliary members
- photos of real Auxiliary members throughout vs. stock images

Visit the new site today--and often--at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

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## **News Releases: Tips**

- Many editors prefer news releases to be delivered via email. Don't send the document as an attachment, but in the body of the email. Write a succinct, explanatory subject line.
- Use your local newspaper's Web site to find contact information. Most newsrooms have a general email address which is checked by several editors who forward pertinent information to reporters.
- U.S. mail is an acceptable delivery method, but try to ensure that the news release is delivered within 24 hrs. after the event.

### **Send all releases to:**

- City newspaper in which event/meeting/program is happening
- National president's hometown – if she is attending or mentioned in release
- Your unit's Website
- Unit president
- Department president and secretary
- Unit and department chairmen of programs mentioned in release



## American Legion Auxiliary

### Media Release

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Contact: [PR Chairman], [PR Chairman's Phone Number]; [PR Chairman's e-mail Address]  
for [Department President's Name]

---

[DATE]

FOR IMMEDIATE RELEASE:

#### Local student awarded American Legion Auxiliary scholarship

[CITY]--The American Legion Auxiliary recently awarded [NAME] of [SCHOOL NAME] the [SCHOLARSHIP TITLE]. [NAME] was selected from entries submitted by students from [SELECTION AREA, SUCH AS CENTRAL DIVISION, OR WESTERN U.S.]. Judging included [JUDGING CRITERIA FOR SCHOLARSHIP].

[NAME] will receive [\$DOLLAR AMOUNT] toward her tuition at [COLLEGE] next fall. [NAME] volunteers in the community as [EXAMPLE OF VOLUNTEER WORK].

The American Legion Auxiliary Unit # congratulates [NAME] on her achievement. [UNIT OR DEPARTMENT PRESIDENT OR PROMINENT UNIT MEMBER] of the local Auxiliary said, "[QUOTE]."

The American Legion Auxiliary awards more than \$13.5 million each year in various scholarships across the country to young men and women for meeting their education goals. Students and parents wishing to learn more about scholarships are encouraged to consult the *Need A Lift* book published each year by The American Legion, available at [www.legion.org](http://www.legion.org).

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for [Department President's Name]

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[DATE]

FOR IMMEDIATE RELEASE:

### Area Resident Attends American Legion Auxiliary's Nth Annual National Convention

[CITY]--[FULL NAME] of [CITY, STATE], [UNIT], was one of nearly 2,000 delegates, alternates and distinguished guests from across the country who attended the Nth Annual American Legion Auxiliary National Convention [DATE1-DATE2] at the Minneapolis Convention Center in Minneapolis. [LAST NAME] is eligible for membership in the Auxiliary through [ELIGIBILITY and SERVICE DATE].

[LAST NAME] participated in a variety of activities throughout the week, including National Executive Committee meetings, divisional caucuses, the nomination of officers and recognition of the year's achievements.

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for [Department President's Name]

---

[DATE]

FOR IMMEDIATE RELEASE:

### Area Youth Attends American Legion Auxiliary's National Junior Convention

[CITY]--[FULL NAME] of [CITY, STATE], [JUNIOR UNIT], was one of nearly # young women from across the country who attended the N<sup>th</sup> Annual American Legion Auxiliary National Junior Convention DATE1-DATE2 at the Minneapolis Convention Center in Minneapolis. [LAST NAME] is eligible for membership in the American Legion Auxiliary through [ELIGIBILITY and SERVICE DATE].

[LAST NAME] participated in a variety of activities throughout the week, including a field trip to [DESTINATION], a presentation from [PRESENTER'S NAME & ORGANIZATION], and the election of next year's officers. Incoming Auxiliary National President [NAME] of [CITY, STATE] installed the new honorary officers.

Junior Auxiliary membership is for girls 17 years of age or younger and is a training ground that prepares young women for active adult membership. Junior activities and programs reflect and support the work of the American Legion Auxiliary and instill the ideals of the organization. The Auxiliary Junior program is an important step in the transition from childhood to responsible adulthood. At age 18, Auxiliary Junior members are automatically eligible for full, active membership.

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[DATE]

FOR IMMEDIATE RELEASE:

### Area Resident Attends American Legion Auxiliary's Nth Annual Awareness Assembly

WASHINGTON, DC--(NAME) of (CITY, STATE, UNIT) was one of nearly 300 delegates, alternates and distinguished guests from across the country who attended the Nth Annual American Legion Auxiliary Awareness Assembly DATE1-DATE2 at the [HOTEL] in Washington DC.

(NAME) participated in a variety of activities at the Auxiliary's mid-year conference, including National Executive Committee meetings, workshops on national security, veterans affairs and community service and recognition of achievements since the Auxiliary's calendar year launch.

Awareness Assembly attendees also had the opportunity to experience presentations [PRESENTER1], [PRESENTER2] and stories from the Auxiliary's Public Spirit Award recipients.

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for [Department President's Name]

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[DATE]

FOR IMMEDIATE RELEASE:

### Local Student Headed to American Legion Auxiliary Girls State

[CITY, STATE]- [NAME] of [HOMETOWN] has been selected to attend American Legion Auxiliary [DEPARTMENT] Girls State. [LAST NAME] was selected based on [selection criteria through Auxiliary unit and/or high school]. Representing her state as a legislator, [LAST NAME] will study local, county and state government processes in this nonpartisan political learning experience. Every spring, the American Legion Auxiliary Girls State Program provides approximately 25,000 young women with a hands-on educational opportunity designed to instruct tomorrow's leaders in the privileges and duties of responsible citizenship.

Delegates receive special instruction in parliamentary procedure and organize themselves into two mythical political parties. They then campaign, hold rallies, debate and ultimately vote to elect city, county and state officials. Once elected to office, delegates are sworn in and perform their prescribed duties. Citizens not elected to office are given appointments and visit the offices of those elected to share their viewpoint as citizens.

"QUOTE," said [LAST NAME], Girls State Citizen.

"QUOTE" said [NAME], American Legion Auxiliary Girls State chairman. [LAST NAME OF CHAIRMAN], along with other Auxiliary volunteer leaders, will attend the conference and encourage the delegates to continue their community service by becoming members of the Auxiliary.

Two outstanding citizens, known as "senators," are selected at each of the 49 Girls State sessions held across the country to represent their state at American Legion Auxiliary Girls Nation held in Washington, D.C. in July.

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for [Department President's Name]

---

[DATE]

FOR IMMEDIATE RELEASE:

#### Local Student Headed to American Legion Auxiliary Girls Nation

[CITY]- [NAME] is one of only 98 young women attending the Nth American Legion Auxiliary Girls Nation in Washington DC, [DATE1]-[DATE2]. Two outstanding citizens, known as "senators," are selected at the 49 Girls State sessions held across the country to represent their state at American Legion Auxiliary Girls Nation. This premier leadership conference is designed to provide practical insight into the working of government, to instill a sense of pride and loyalty in America and to create friendships and memories that last a lifetime.

A key component of the Girls Nation program involves mock senate sessions complete with caucusing and debating of bills that range in topic from personal to political interests. Campaigns are held to elect party officials, a vice president and Girls Nation president. The Girls Nation president will be invited to attend and speak at the American Legion Auxiliary national convention later in the summer.

In addition to their legislative forums, the senators hear distinguished guest speakers and visit the Pentagon, Arlington National Cemetery, the White House and other memorials in the Washington DC area. Their visit to Capitol Hill includes meetings with their respective senators and representatives and the opportunity to meet the President of the United States.

"The ALA Girls Nation experience is a once in a lifetime opportunity for young ladies across our nation," said Vickie Koutz, American Legion Auxiliary Girls Nation national chairman. "After attending their local Girl State program and Girls Nation, they come back to their communities filled with more patriotism and pride."

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---

[DATE]

FOR IMMEDIATE RELEASE:

#### **American Legion Auxiliary recognizes [CITY] youth with bravery award**

[CITY]--The American Legion Auxiliary of [STATE] recently awarded [CHILD'S FULL NAME] of [CITY] the "Youth Hero Award" on [DATE]. The award is given to youth under age 18 who perform a heroic act of physical valor.

[CHILD'S LAST NAME], [AGE], was selected for the award when he/she was nominated for the action of [DESCRIPTION OF PHYSICAL ACT OF VALOR].

Local American Legion Auxiliary members from Unit # are extremely proud of [NAME]'s accomplishments and his/her heroic actions within the community.

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for [Department President's Name]

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Nov. 11, [YEAR]

FOR IMMEDIATE RELEASE:

### **American Legion Auxiliary celebrates Veterans Day across the country**

[CITY]--The American Legion Auxiliary will be honoring Veterans Day and its X-year history by reaching out to the community in new and creative ways.

The American Legion Auxiliary's Department of [STATE] is spending Veterans Day in [CITY, STATE], strengthening relationships with other veteran organizations such as [XXX] and [XXX]. [NAME] will also be attending [XXX] and showing support for [XXX] by [XXX].

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for [Department President's Name]

---

[DATE]

FOR IMMEDIATE RELEASE

### American Legion Auxiliary unit hosting Poppy Day on [DATE]

[CITY]—Honor their past sacrifices and contribute to the continuing needs of our veterans on [DATE] at [LOCATION] when members of American Legion Auxiliary [UNIT NAME] distribute bright red poppies. The poppy has become a nationally known and recognized symbol of sacrifice to honor the men and women who served and died for their country in all wars.

“Wear the poppy in honor of the millions of Americans who have willingly served our nation, all too many of whom have made the ultimate sacrifice,” said [LOCAL AUXILIARY MEMBER]. “This entire Memorial Day weekend will pay an honored to tribute to all veterans, especially those who are currently serving overseas,” she added.

The poppy also honors hospitalized and disabled veterans who make the red, handcrafted crepe paper flowers. The poppy continues to provide a financial and therapeutic benefit to those veterans who construct them, as well as benefiting thousands of other veterans and their families by the revenues collected from poppy distributions.

In the battlefields of Belgium during World War I, poppies grew wild amid the ravages of war. The overturned soils of battle enabled the poppy seeds to be covered, allowing them to grow and forever serve as a reminder of the bloodshed of war.

For more information, call [preferably a number where media or interested persons can reach someone during day and evening hours].

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Contact: [PR Chairman], [PR Chairman's Phone Number]; [PR Chairman's e-mail Address]  
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---

[DATE]

FOR IMMEDIATE RELEASE:

National President of the American Legion Auxiliary

visits [LOCAL DEPARTMENT LOCATION OR UNIT NAME] members

[CITY] – American Legion Auxiliary [Unit/Department] will host National President Carlene Ashworth [dates of stay] during a stopover in her year-long nationwide tour to call on community members. Ashworth will have the opportunity to learn about veteran support efforts in [state or location], including [name/description of key project/effort].

[Insert quote from hosting department president or unit volunteer leader regarding national president's visit as it relates to the key project/effort named above. Emphasize how the project or effort positively impacts the community.]

During her visit, the leader of America's largest women's patriotic service organization will [specify details of itinerary, including dates, times and locations as appropriate to publicize].

[Brief NP BIO, found at [www.legion-aux.org](http://www.legion-aux.org)].

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