

Sample Press Release Copy

Highlight the entire message below. Then, just copy and paste it on your organization's letterhead, substitute the orange-colored text with your information and send out to local media.

BIG MONEY UP FOR GRABS, AND A LOCAL CLUB HOPES TO GET ITS SHARE

[Community name], [Month] [Date], [Year] – For twenty youth sports organizations demonstrating their commitment to responsibility on and off the [field/ice/court], Liberty Mutual will soon make a very memorable contribution, in the amount of a \$2,500 Responsible Sports™ Community Grant. [Local team/organization/club name] is hoping to be one of them.

Community Grants are part of Liberty Mutual's Responsible Sports program, which is an ongoing effort championing and celebrating responsibility in youth sports. This community-based program offers meaningful, easy-to-use educational resources for youth sports parents and coaches, including access to on-the-field game and practice preparation tools, as well as self-paced online coursework filled with learning tools, videos, and topics addressing youth sports issues.

“The Liberty Mutual Responsible Sports program targets many of the issues we see happening at youth sporting events by shining a positive light on what it means to be a responsible coach and a responsible sports-parent. Beyond that, Liberty Mutual is making a significant financial contribution to support the efforts of local organizations like [Local team/organization/club name],” said Greg Gordon vice president of Consumer Marketing at Liberty Mutual.

The Responsible Sports program, including the Community Grants, comes at a crucial time for communities like ours. Like other communities across the U.S., our own youth sports programs are under pressure from increasing numbers of participants, limited volunteer activity and mounting program management and administration costs. The Responsible Sports program provides access to valuable resources and assets that can ensure our organizations thrive even under challenging circumstances.

[Quote from local youth sports organization or community representative. Possible topics to quote on include: the economic impact of the grant money, the importance of responsibility to local youth sports participants, the organization's advocacy for responsibility in youth sports and intent to encourage program participation, or other reflections on the value of youth sports to teach valuable lessons.]

[Local team/organization/club name] is registered for the Responsible Sports program. They are encouraging individual community members to complete one of the self-paced online courses (Responsible Coaching and Responsible Sport Parenting) and take a 10-question review quiz. Every completed quiz is worth one point. The organizations that earn the most points at the end of the grant period, in this case [May 31st/November 30th], in each of the three divisions will earn one of the 20 grants. Youth sports organizations (club programs, park and recreation departments, etc.) are competing for one of 14 \$2,500 grants in two divisions, large and small, based upon the number of players. And six school athletic programs will earn a \$5,000 grant, for a total of 20 Responsible Sports Community Grants to be awarded this [spring/fall]. The more people each registered organization gets to complete the courses, the greater its chances of winning.

Complete details on the grants as well as the qualifying self-paced courses are available through the official program website at ResponsibleSports.com. **To show your support, visit ResponsibleSports.com/Grant.**

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[Background information on local youth sports organization, to include website and other data such as number of annual participants or geographic area served.]

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For more information on Liberty Mutual's Responsible Sports™ program, visit ResponsibleSports.com.

Responsibility. What's your policy?

