

## 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 SCHOOL HOPES TO GET ITS SHARE**

[Community name], [Month] [Date], [Year] – For six schools and their sports teams 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 \$5,000 Responsible Sports™ Community Grant. [School Name/School District 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 [School Name/School District Name]," said Greg Gordon senior vice president of Consumer Marketing at Liberty Mutual.

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

[Quote from local school or school district representative. Possible topics to quote on include: the economic impact of the grant money, the importance of responsibility to local sports participants, the school'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. The top six school athletic programs will earn a \$5,000 Responsible Sports Community Grant. And 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. 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](http://ResponsibleSports.com). **To show your support, visit [ResponsibleSports.com/5000](http://ResponsibleSports.com/5000).**

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Responsibility. What's your policy?



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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.]

Liberty Mutual Insurance ([www.libertymutual.com](http://www.libertymutual.com)) is a leading multi-line insurer in the U.S. whose largest line of business is personal auto based on 2006 direct written premium. A top ten provider of auto and home insurance to individuals, Liberty Mutual is an industry leader in affinity partnerships, offering its personal lines products to employees and members of more than 10,000 companies, credit unions, and alumni and professional associations. Liberty Mutual Insurance Group ranks 86th on the Fortune 500 list of largest corporations in the United States. The company, headquartered in Boston, Mass., employs over 45,000 people in more than 900 offices throughout the world.

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For more information on Liberty Mutual's Responsible Sports™ program, visit [ResponsibleSports.com](http://ResponsibleSports.com).