

KEY CLUB[®]

KEY CLUB NEWS RELEASE TEMPLATE – SERVICE PROJECT

FOR IMMEDIATE RELEASE

**CONTACT: [NAME]
[OFFICE NUMBER]
[CELL NUMBER]
[E-MAIL]**

[NAME] KEY CLUB to [FILL IN DETAILS]

[YOUR CITY, STATE (DATE)] – More than [NUMBER] members of the [NAME] Key Club plan to [BRIEFLY DESCRIBE PROJECT], providing service to the [SCHOOL/COMMUNITY] while at the same time building character and developing leadership skills.

“Key Club is about service,” said [NAME, TITLE], “and today, we have the chance to not only share that service, but to help make a difference that matters. The elbow grease we invest today will pay off in dividends for our communities, their children and their futures.”

Key Club International is a service leadership program of Kiwanis International, and is the oldest and largest service program for high school students. Started in California in the 1920s, Key Club today thrives on more than 5,000 high school campuses, primarily in the United States and Canada, though growth has enabled the experience to spread internationally to Caribbean nations, Central and South America, and most recently to Asia and Australia.

The [NAME] Key Club, sponsored by the [NAME] Kiwanis Club, was chartered in [DATE]. Over the past several years, members of the club have volunteered their time and talents in a number of ways, including, [LIST PRIOR SERVICE PROJECTS AND PROGRAMS].

“We're more than students in this community,” said [NAME]. “We're also citizens and we have a sense of duty to help make things better. We can best that through service.”

Key Club International, a service leadership program of Kiwanis International, is the oldest and largest service program for high school students, and gives its members opportunities to provide service, build character and develop leadership skills. Key Club attributes its success to the fact that it is a student-led organization that teaches leadership through serving others. For more information, visit www.keyclub.org or call 1-800-549-2647.

Instructions:

- Complete the news release with names, club information and event information
- Compile names and contact information for key people at local television and radio stations, newspapers, Web sites, bulletins and newsletters.
- Attach a Key Club fact sheet to the news release and send it to local media outlets to publish or broadcast.
- Follow up with media to offer assistance and additional information
- Provide photographs if available and applicable