

## **PRESS RELEASE**

(Customize and distribute this press release to your local media.)

### **FOR IMMEDIATE RELEASE**

For more information, please contact:

<YOUR NAME>

<YOUR PHONE NUMBER>

#### **Local Martial Arts School and Students Promote Home and Community Spring Safety and Cleanup Campaign**

<YOUR FULL NAME>, owner of <NAME OF SCHOOL> announced today that the school is promoting winter safety with a checklist of tasks and chores for students to perform with their families and neighbors.

“Our Winter Safety Tips flyer has been distributed to all of our students to review with their parents. The flyer is also available to any family or organization in our community that wants to join with us to make our homes and community safer, during the winter months,” said <YOUR LAST NAME>.

According to <YOUR LAST NAME>, martial arts teaches children many personal safety techniques, such as self-defense, bully strategies and “stranger danger,” as well as lessons in safety awareness of their environment: home, school and community. These lessons contribute to the development of responsible adults and future leaders.

<<USE THIS PARAGRAPH TO DESCRIBE ANYTHING ELSE YOU MIGHT HAVE  
DONE TO PROMOTE WINTER SAFETY>>

“Our Winter Safety Tips flyer can be an excellent family-oriented activity that involves everyone, working together to make the home safer,” added <YOUR LAST NAME>. “Parents are able to help in the process of teaching their children how to be safer during the winter months.”

<OPTIONAL PARAGRAPH: Quote from participating child, parent or community leader whose name and statement adds weight to the news value of your press release. Consider a quote from a local police officer or fire fighter, who makes regular safety presentations at schools.>

As a member of the National Association of Professional Martial Artists (NAPMA), <YOUR SCHOOL NAME> promotes and strives for the highest standards of age-appropriate curriculum, leadership training, child safety and security, business integrity and professional ethics.