

PRESS RELEASE

(School Owner Instructions: Customize and distribute this press release to your local media. Text within these brackets < > are either directions or text to be customized for your school and community. Duplicate and distribute this press release to the families of your students, local community groups, schools, businesses, and other groups of value. Leave some copies near your front desk, so you may distribute them to visitors and prospects. Your Release should be limited to 1 page (2 at the VERY most), 1.5 spaced, and end with "####" - DELETE This Line and Above.)

FOR IMMEDIATE RELEASE

For more information, please contact:

<YOUR NAME>

<YOUR PHONE NUMBER>

Local Martial Arts School Promotes Holiday Safety With Free Program for Students, Families and the Entire Community

<<CITY, STATE, MONTH, DATE, YEAR>>

<YOUR CITY, STATE> – <YOUR FIRST AND LAST NAME>, owner of <YOUR SCHOOL'S FULL NAME>, announced that the school is hosting a FREE Holiday Safety Program to improve the safety of the entire community.

“The holiday season is a joyous time and filled with fun and celebrations, which only increases the need to be safer and more secure than most other times of the year,” said <YOUR LAST NAME>. “The entire martial arts community, including our school, strives to be safety and security leaders, which is why so much of our curriculum is self-defense related. We teach our students about safety and personal security throughout the year, but we emphasize the need to be diligent, especially during the holidays.”

According to <YOUR LAST NAME>, there are many health, safety and security challenges throughout the holiday period that require our attention: family issues; holiday decorations and toy safety; personal security in public settings; and physical and mental stress, to name a few.

“Our free Holiday Safety Program is an excellent opportunity for students’ families and the wider community to join us to promote security and safety for everyone,” said <YOUR LAST NAME>.

<YOUR LAST NAME> said the free Holiday Safety Flyer is one example of how the school’s membership in the National Association of Professional Martial Artists (NAPMA) directly benefits students and their families and indirectly the community in which the school is located.

“NAPMA has been instrumental in elevating the professional reputation of martial arts instructors and school owners, and its commitment to support personal safety and security throughout the 22 countries in which it has members emphasizes the growing leadership role of martial arts professionals and students in their communities,” said <YOUR LAST NAME>.

<PARAGRAPH: with event details, etc.>

As a member of NAPMA, <YOUR SCHOOL NAME> strives for the highest standards of age-appropriate curriculum, leadership training, child safety and security, business integrity and professional ethics.

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