

# Sample Press Release for SIGHT & SOUND SWEEPSTAKES

*(Use Lion or Lioness as appropriate.)*

## FOR IMMEDIATE RELEASE

\_\_\_\_\_  
*(Date)*

### For More Information Contact:

Name: \_\_\_\_\_

Club Name: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

## LIONS URGE PARTICIPATION IN SWEEPSTAKES

Where else can you have the opportunity to strike it rich and help people at the same time? The answer: the Lions' Sight & Sound Sweepstakes, a cash raffle with a first prize of \$5,000 and total prize money of \$19,750. The money raised will be used locally or statewide to help the visually and hearing impaired through such programs as Camp Lions for children/adults and free vision/hearing screenings.

Winning tickets will be drawn at the Annual Membership Meeting of the Lions of Illinois Foundation in May. Sweepstakes tickets are available from any Lions Club member and are \$10 for a book of 12 tickets or \$1 for an individual ticket. The Sweepstakes campaign will continue until *(date)*\_\_\_\_\_.

Persons wishing to join the Lions in their fight against the effects of vision and hearing loss should contact the local Lions Club or the Lions of Illinois Foundation.

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