



Sample Press Release (Design Day)

For Immediate Release
March 12, 2005

Contact Peggy Playspace
202-123-4567

PRESS RELEASE

"Smithtown Children Overflow With Enthusiasm As They Design New Community Playspace."

SMITHTOWN, KS - One hundred children submitted dream playground drawings to a playground designer for a new structure set to be built in May. Local business and community leaders, parents, senior citizens, and the children themselves had the opportunity to create a play structure specifically for the community.

"I want my little brother to play on a slide without rusted holes," said Thomas Craig, a fourteen year old Smithtown Middle School student. "The designer said we could have a new slide plus other cool stuff. Finally, the adults are listening to what we want."

"It's so much fun to see the entire Smithtown community getting behind this project," said ACME, Inc. employee and playground organizer, Evelyn Lockhardt. "Everyone was so happy to get involved and really let the children design their own dream playground."

"I really appreciate both the financial support of Acme, Inc. and the personal support from Acme employees. This is a big project and they are working very hard to make sure our children get this playground. And these kids need it! The old monkey bars were removed last week because they weren't safe. And we all know our school just can't afford the luxuries of new playground equipment when our science books are out of date," said Jerome Edwards, Smithtown Elementary principal.

Acme, Inc., employees are leading the community-built playground in celebration of their 25th anniversary. In the next four months, the entire Smithtown community will be working together to raise funds and gather supplies to build the playground at Smithtown Elementary School. Everyone is encouraged and invited to participate in the project. Please contact Sue Slide at 202-555-3333.