

SAMPLE PRESS RELEASE: SALE LAUNCH
LETTERHEAD

FOR IMMEDIATE RELEASE

CONTACT: NAME
COUNTY NAME 4-H AGENT
PHONE

4-H Holds Countywide Pet Treat Sale to Raise Funds

(City, State)—(County Name) 4-H, which serves (# of 4-H participants) youth will sell pet treats beginning Date. This unique fundraiser will continue through (Date) and features a variety of quality American-made dog, cat and horse treats.

Each package sells for \$4.00 and 50 percent of the proceeds go to support the member and 4-H activities. A portion of the money collected will be used to (Community Service Project)

Even local residents that do not own a pet can participate by purchasing a package or two and donating it to (Humane Society or designated Local Rescue Group).

“Community service is an important mission mandate for 4-H,” said (Your Name, County Name, Title). We are proud and excited about working with (Community Service Project) and for the opportunity to help needy animals.”

Treats will be delivered beginning (Date).

All proceeds from the sale will go to support 4-H youth development programs in (County Name).

For more information on how to reach a 4-H member to order treats contact (Your Name, Your Title) at (Your phone number)