

Creating a Press Release to Publicize Your School's Vocabulary Bowl Achievements

Consider assigning a volunteer committee member or budding writer the task of creating the press release. It should be printed on your school or district's letterhead. Feel free to use the language in the template that follows, or change it in ways to best describe your event or achievement. Whatever you do, the press release should follow this pre-described form:

Headline:

- Mentions your school name and achievement or event you're celebrating

Subhead:

- Expands on achievement. It's a good place to mention number of words mastered so far this year by your school.

Body:

- Start the first paragraph with YOUR LOCATION + the date of the press release
- Begin with a catchy lead sentence, and announces the achievement or event you're promoting.
- Go on to give the Who, What, When, Where, Why, and How of the event or achievement.
- Includes a quote from your school's Vocabulary Bowl lead teacher or your principal.
- Include a description of the Vocabulary Bowl.

Closing Stand-Alone Sentence:

- Contact information for the publicity point person at your school or district.

About Vocabulary.com:

- This language will help journalists put your students' achievement in context.

SAMPLE PRESS RELEASE

Riverside Middle Challenges Elmwood to a Month-Long Word-Learning Challenge

Students at both schools set a goal of mastering at least 2000 words by month's end

RIVERSIDE, NY, Nov 15, 2015 — Students at Riverside Middle School threw down the gauntlet yesterday, challenging district rival Elmwood Middle to a January Vocabulary face-off as part of the yearlong [Vocabulary Bowl](http://www.vocabulary.com/bowl/) sponsored by Vocabulary.com <<http://www.vocabulary.com/bowl/>>.

Students at both schools have pledged to master at least 2000 words during the month of January. A special ceremony will kick off the competition at 2pm on January 5th, including guest speakers from the community and local celebrity and weather person Suzanne Simons.

“The Vocabulary Bowl is transforming the way we approach this important aspect of our students’ literacy,” added Elmwood’s principal Melissa Murphy. “And this shows us that competition can be fun and motivating, even off the basketball court.”

“Our entire school is going to get behind the vocabulary effort,” added Riverside Principal Evan Thomas. “We’re determined to win and in the process, learn a lot of new words.”

In the Vocabulary Bowl, which runs from October 1, 2015 to April 30, 2016, schools vie to see who can master the most words and come out on top of the yearly leaderboard. More than 16,000 schools are competing for monthly leaderboards, state leaderboards, and overall championship honors in both the high school and middle school categories. So far this year, Riverside students have mastered 892 words and students at Elmwood have mastered 1013.

Fast Facts about the Vocabulary Bowl:

- Total students participating: 204,499
- Total schools participating: 16,369
- Total words mastered in last year’s Bowl: 5,587,148
- Students participated from all 50 states in the U.S., Washington, D.C., Puerto Rico, and 9 Canadian provinces

** All stats based on the 2014-15 Annual Vocabulary Bowl.*

To find out more information, contact Riverside Middle School English teacher Mark McDonald at MMcDonald@gmail.com or XXX-XXX-XXXX

About Vocabulary.com: Vocabulary.com is the most fun and effective way for people to improve their vocabulary. Founded in 2010 and headquartered in New York City, Vocabulary.com is the only adaptive vocabulary instruction program that integrates with any text or curriculum taught in the classroom.

Using a systematic approach to building vocabulary, Vocabulary.com immerses students in a personalized game environment and is used by more than 200,000 students in over 16,000 schools to master new words and improve reading, writing, speaking and thinking skills.

For more information on Vocabulary.com and the Vocabulary Bowl, go to <http://www.vocabulary.com/bowl> or contact Chris Strausser, Chief Marketing Officer of Vocabulary.com, at cstrausser@vocabulary.com.