



SAMPLE OF MEDIA RELEASE TO BE TYPED ON LOCAL NLJC STATIONERY

January

MEDIA RELEASE

RELEASE: IMMEDIATE

(Date)

Contact: 1-800-633-7947

SPORTS ETIQUETTE FEATURED AT JUNIOR COTILLION

(YOUR CITY) – The National League of Junior Cotillions, _____ Chapter, is pleased

to announce that _____ will be the guest speaker at the January dance. Mr.

_____, athletic director at _____, will speak on the importance of good manners in sports.

Says _____, director of the local NLJC program, “We feel that _____ is a positive role model in our community, and we are delighted for our students to hear a person of this caliber.”

The National League of Junior Cotillions is an etiquette and social dance training program that involves thousands of students nationwide. For information regarding the program, call ()_____.

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ADVISORY BOARD NAMED FOR JUNIOR COTILLION

(YOUR CITY) – The National League of Junior Cotillions, _____ Chapter, has announced its Advisory Board for the (date) season. Members are _____, _____, (all names).

Says _____, director of the local Junior Cotillion, “We are delighted to have these people assisting with our Cotillion program.”

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BEST-MANNERED TEACHERS NAMED

(YOUR CITY) – The National League of Junior Cotillions, _____ Chapter, has announced those who have been named “Best-Mannered Teacher” of the (date) school year. Recipients of the award are: (Name of teacher, name of school).

Says, _____, director of the local Junior Cotillion, “The students in our program were excited about being part of the selection process. They wanted to honor teachers who exemplify the etiquette and manners being taught in our program.”

Those receiving the awards were nominated by Junior Cotillion students who wrote an essay about a teacher in their school. (Teacher’s name) was nominated by (Student’s name). The criteria for selection included their positive characteristics, how the teacher shows courtesy and respect for students, and why the person is a good role model. According to (Director’s name), “The special teachers are those who treated the students with respect and instilled a love of learning which will continue to have positive effect on the student’s performance throughout their school years.”

The National League of Junior Cotillions is an etiquette and social dance training program that involves thousands of students nationwide. Students learn the customs and courtesies that will serve them for a lifetime. Topics covered include table manners, writing thank you notes, and responding to formal invitations, in addition to many other social skills that will make life more pleasant for them and for those around them. Most importantly, the students learn to feel comfortable in social situations.

For information regarding the program, call ()_____.

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April

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JUNIOR COTILLION PREPARES FOR SPRING BALL

(YOUR CITY) – The National League of Junior Cotillions, _____ Chapter, is planning its Spring Ball for (date), at (place). Students will be dancing the Fox Trot, Waltz, Cha-Cha, Shag, and current line dances to Top 40 tunes. There will also be a formal dinner for the second year students.

Says _____, director of the local Junior Cotillion, “This is a marvelous opportunity for students to practice the social skills they have been learning all year.”

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COTILLION SCHEDULES PARENTS' RECEPTION AND REGISTRATION

(YOUR CITY) – The National League of Junior Cotillions, _____ chapter, has scheduled a parents' reception and registration for the (date) season.

Says _____, director of the local Junior Cotillion, "We are looking forward to this opportunity to present the National League of Junior Cotillions program to interested parents. We believe this will be an excellent opportunity for children in this area to learn social skills that will be of value to them later in life."

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JUNIOR COTILLION STUDENTS HONORED

(YOUR CITY) – The National League of Junior Cotillions, _____ chapter, is pleased to recognize the following students who have received awards during the year:

(Student), _____Award; (Student), _____Award; (all names and awards).

Says _____, director of the local Junior Cotillion, “We are very proud of all our students who have received these special awards.”

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DIRECTOR INVITED TO NATIONAL CONVENTION

(YOUR CITY) – _____, director of the National League of Junior Cotillions, _____ chapter, has been invited to attend the annual convention of the National League of Junior Cotillions (NLJC), (date) at the (location).

The four day convention will be attended by directors from all parts of the nation who are licensed and trained to present etiquette and social dance programs for middle and junior high school students in their areas. Says Anne Colvin Winters, National Director of NLJC, “We believe the opportunity for directors from all parts of the country to share about the growth of their Junior Cotillion programs will motivate and inspire all directors.”

The national program was founded in 1979 and provides for the training of thousands of students each year. National offices are located in Charlotte, North Carolina. For additional information regarding the local Junior Cotillion program, call () _____.

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STUDENT ASSISTANTS NAMED FOR JUNIOR COTILLION

(YOUR CITY) –The National League of Junior Cotillions, _____chapter, has announced that _____, _____, and _____ (all names) will serve as student assistants for the (year) season.

Says, _____, director of the local Junior Cotillion, “student assistants are a vital part of our cotillion program, and we are delighted to have these fine young people as helpers.”

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JUNIOR COTILLION HOLDS FIRST DANCE

(YOUR CITY) – The National League of Junior Cotillions, _____ chapter, is planning its first dance of the season, (date), (time), at (location).

Chapter director, _____, says, “We are excited about the upcoming cotillion season and the wonderful response we have received from parents.”

The National League of Junior Cotillions program features etiquette, character education, and social dance training for sixth through eighth grade students. The program includes five classes and two balls over a seven month period.

The purpose of the National League of Junior Cotillions program is to give students instruction in ballroom dance and practice in the social courtesies needed for better relationships with our family and friends. Students actively learn life skills through a creative method including role-playing, skits, and games.

The social behavior component ranges from rules of conversation to formal and informal table manners. Among other topics will be posture, receiving lines, telephone etiquette, and the proper way to get into coats and through doors. Students will also be introduced to such areas as responding to invitations, writing thank you letters, paying and receiving compliments, and sportsmanship.

Says National Director, Anne Colvin Winters, “Our objective is to teach the lifestyles that will enable students to learn to treat others with honor, dignity, and respect, for better relationships with family, friends, and associates.”

Headquarters for the National League of Junior Cotillions is in Charlotte, North Carolina, where the program was established in 1979. There are now chapters in 26 states across the country, involving thousands of students.

If you would like to learn more about the program, please call the _____ chapter at () _____.



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PARENTS PARTICIPATE IN JUNIOR COTILLION

(YOUR CITY) –The National League of Junior Cotillions, _____chapter, has announced the names of parents who will be participations in the (year) season. Serving as advisors are _____, _____, and _____ (all names). Chaperones will be _____, _____, and _____ (all names).

Says _____, director of the local Junior Cotillion, “Family involvement is an integral part of our program, so we are delighted to have these parents taking part.”

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COTILLION STUDENTS TO VISIT _____

(YOUR CITY) –The National League of Junior Cotillions, _____chapter, has announced that students in the Year Two program will be paying a visit to (location).

_____, director of the local Junior Cotillion, say, “We are delighted to be able to offer this extracurricular activity to our second year students. It will provide them with an opportunity to practice the etiquette skills that they have been learning all year.”

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JUNIOR COTILLION PREPARES FOR HOLLY BALL

(YOUR CITY) – The National League of Junior Cotillions, _____chapter, is planning its Holly Ball for (date) at (place). Students will be dancing the Fox Trot, Waltz, Cha-Cha, Shag, and current line dances to top forty hits.

Says, _____, director of the local Junior Cotillion, “This is a marvelous opportunity for students to practice the social skills they have been learning in class.”

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