



SAMPLE OF MEDIA RELEASE TO BE TYPED ON LOCAL NLJC STATIONERY

September

MEDIA RELEASE

RELEASE: IMMEDIATE

(Date)

Contact: 1-800-633-7947

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 eight 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 student instruction in ballroom dance and practice in the social courtesies needed for better relationships with 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, electronic 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, Elizabeth Anne Winters, “Our objective is to teach the lifestyles that will enable students to learn and treat others with honor, dignity, and respect for better relationships with family, friends, and associates.”

Headquarters for the National League of Junior Cotillions is located in Charlotte, North Caroline, where the program was established in 1979. There are now chapters all 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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