

(Local Game Name)

(Address)

Contact: (Local Coordinator Name, Local Game Name)

Phone: (Local Coordinator phone #)

For Immediate Release

STAFF NAMED FOR (NAME OF LOCAL GAME)

(CITY (all caps)) - (Local Game Name) is one of 53 sanctioned programs of North Carolina Senior Games, Inc. They are pleased to announce their staff for the upcoming year.

(Listing of staff: name, title, and agency -- Coordinator, Event Director,

SilverArts Coordinator, Event Managers, etc.)

(Local Game Name) will be held (dates). Volunteers from all areas of the community are welcome. Anyone interested in becoming involved in the Senior Games program as a staff member, participant, sponsor or volunteer, please contact: (Local Coordinator name) at (phone number).

North Carolina Senior Games is a nonprofit organization dedicated to providing year-round health promotion and education for adults 55 years of age and better. NCSG is sponsored statewide by the North Carolina Division of Aging and Adult Services. For more information visit www.ncseniorgames.org.

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Attachments: Photos and bios on staff

(Local Game Name)

(Address)

Contact: (Local Coordinator Name, Local Game Name)

Phone: (Local Coordinator phone #)

For Immediate Release

(COMPANY NAME) BECOMES (Local Game Name) SPONSOR

(CITY) - (Company Name) has signed on as an official sponsor of the (Local Game Name). Sponsorship by (Company Name) means increased resources to further develop the Senior Games program which consists of sports, arts and health promotion programs for adults 55 years of age and better.

(Spokesperson's name), (company name) company spokesperson says, "(company name) is proud to become a sponsor of the (Local Game Name). The company is dedicated to improving the quality of life for all people. We see this as an opportunity to educate and encourage healthier lifestyles for everyone." (Several sentences about what the company does and where it is located and elaborate on any specifics of the sponsorship, i.e., money for kick-off event, scholarships, workshops/clinics, materials, equipment, etc.--remember in-kind sponsors!)

(Local Game Name) is coordinated by (list agencies/organizations). Senior Games is sponsored statewide by the North Carolina Division of Aging and Adult Services and locally by (list other local sponsors). (Local Game Name) is one of 53 Local Games sanctioned by North Carolina Senior Games. N. C. Senior Games is a nonprofit organization dedicated to providing year-round health promotion and education for adults 55 years of age and better. For more information regarding your local Senior Games, contact the Local Coordinator, (Local Coordinator name) at (phone #) or visit www.ncseniorgames.org.

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(Local Game Name)

(Address)

Contact: (Local Coordinator Name)

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For Immediate Release

MEDIA ADVISORY

WHAT: The (# -Number of years your Local Game has been happening) annual (Local Game Name)

WHO: The most talented area athletes and artists ages 55 and better will compete in the annual (Local Game Name) to qualify for the 2012 State Finals to be held next fall in NC.

WHEN: (Dates of Local Games)

WHERE: (Names and Addresses of venues/event sites)

WHY: To encourage and challenge all seniors to stay healthy and active

- Refer to the attached schedule of events for a complete listing of activities and locations.
- For more information regarding interviews and photo opportunities, contact: (Local Coordinator Name) the Local Coordinator at (phone #).
- (Local Game Name) is one of 53 Local Games sanctioned by North Carolina Senior Games. For more info visit www.ncseniorgames.org.
- N. C. Senior Games is a nonprofit organization dedicated to providing year-round health promotion and education for adults 55 years of age and better.
- NCSG is sponsored statewide by the North Carolina Division of Aging and Adult Services.

Attachments: Schedule of Events
Map

(Local Game Name)

(Address)

Contact: (Local Coordinator Name, Local Game Name)

Phone: (Local Coordinator phone #)

For Immediate Release

LOCAL SENIORS ADVANCE TO N C SENIOR GAMES STATE FINALS

(CITY (all caps)) - Over (#) area athletes and artists have qualified for the North Carolina Senior Games State Finals after award winning performances at (Local Game Name), held in (city/county) on (dates). (Quote from a winner headed to State Finals, re: significance of being healthy and active and what Senior Games means to them, how they have changed their lifestyle since becoming involved in Senior Games, etc.)

(Local Game Name) is sanctioned by North Carolina Senior Games and is part of a statewide network of 53 Local Games for all 100 counties. The Local Games are held annually to promote health and wellness and to qualify participants for State Finals.

NCSG is a nonprofit organization dedicated to providing year-round health promotion and education for adults 55 years of age and better, and is sponsored statewide by the North Carolina Division of Aging and Adult Services. Other sponsors for (Local Game Name) are (listing of local sponsors). For more information about how to be a participant, sponsor or volunteer at your local Senior Games contact your Local Coordinator, (Local Coordinator name) at (phone #).

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Attachments: Local Games action photos

(Local Game Name)

(Address)

Contact: (Local Coordinator Name, Local Game Name)

Phone: (Local Coordinator phone #)

For Immediate Release

(LOCAL GAME NAME) PARTICIPANTS QUALIFY FOR NATIONAL GAMES

(CITY (all caps)) - At the 28th annual North Carolina Senior Games State Finals, the (Local Game Name) had (#) participants qualify for the 2013 National Senior Games - the Senior Olympics. The Nationals will be held in Cleveland, Ohio in 2013.

The (Local Game Name) qualifiers are: (participants' names). These athletes qualified in sports such as golf, basketball, badminton or cycling - just to name a few.

This delegation of (Local Game Name) participants will be competing against qualifiers from 49 other states and Canada. The National Games competition is a biennial event and is held in different sites across the United States. We are honored to have this special group of winners represent (County/City/Local Game Name) at the next National Senior Games!

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For Immediate Release

**DON'T MISS YOUR CHANCE TO REGISTER FOR
NORTH CAROLINA SENIOR GAMES STATE FINALS**

(CITY (all caps)) – The registration deadline for the North Carolina Senior Games State Finals is approaching quickly! Seniors who qualified at (Local Game Name) this spring and plan to compete at State Finals should pick up an Entry Form at (locations) or call (Local Coordinator) at (Local Coordinator phone number). All State Finals Entry Forms must be received by NCSG by 5:00 p.m. on August 1st.

Senior Games is an exciting health promotion program for adults 55 years of age and better. There are a wide range of activities designed for individuals at various fitness levels. Some of these activities are golf, bowling, tennis, track, softball, basketball and swimming as well as special programs such as SilverStriders, the national award winning walking program; SilverLiners, the statewide association for senior line dancers; and SilverArts, the statewide arts program that celebrates the accomplishments of North Carolina's senior artists.

N.C. Senior Games is sponsored by the North Carolina Division of Aging and Adult Services and is a non-profit organization dedicated to providing year round health promotion and education for adults 55 years of age and better. For more information on how you can be involved with Senior Games call your Local Coordinator (Local Coordinator Name) at (Local Coordinator Phone Number) or visit www.ncseniorgames.org.

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