



Pioneer Clubs® KIDS for KIDS Hike

Press Release

Fill in the following form with what your Pioneer Clubs will do during the Kids for Kids Hike. You may want to add more information about your church's club program, such as:

- how long your church has had Pioneer Clubs
- how many kids participate in your club program
- club age-groups
- quotes from kids, leaders, or parents on what they like about club

At least two to three weeks before your hike, send the completed press release to your:

- local newspapers, TV stations, and radio stations
- denominational magazine
- church newsletter editor

Most news providers prefer electronic submissions, so consider sending this as the text of an email. If you send your press release by regular mail, double-space your text as shown when you print it. Include a contact person's information so reporters can follow up with any questions.

FOR IMMEDIATE RELEASE

Contact: (Hike coordinator name)
(Hike coordinator phone number)
(Hike coordinator email address)

_____ Church will sponsor a Kids for Kids Hike on _____.
The _____-long hike will begin and end at (places and times) _____.
More than _____ hikers will participate in this special event. Funds raised by sponsored hikers will support Pioneer Clubs® programs across North America. Pioneer Clubs (www.pioneerclubs.org) is a church-sponsored midweek club program for boys and girls age two through middle school. It's the program of choice for more than 2000 churches across North America. This Christ-centered program integrates spiritual and personal development, emphasizes evangelism and discipleship, and gives children opportunities to learn new skills, make friends, have fun, and develop Christian values that affect every area of their lives.

The Pioneer Clubs program at: _____
Church meets on: _____ at _____.

For more information about Pioneer Clubs or about sponsoring a hiker, call _____
at _____.