

## ROCKY MOUNTAIN REGION PERMISSION TO PUBLISH

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This release form grants the Rocky Mountain Region permission to use the following information in our region newsletter, *Border to Border* and on the region website. For privacy policy information, go to <https://egausa.org>.

Check the boxes below to indicate what information you are releasing for publication by RMR in the newsletter or on the website ([www.rmrega.org](http://www.rmrega.org)).

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Please return this form to Region Editor, Nancy Pawlowski, [NewsletterEditor@rmrega.org](mailto:NewsletterEditor@rmrega.org), or to Web Liaison, Deb Ogden, [webliaison@rmrega.org](mailto:webliaison@rmrega.org). Thank you.

**SAMPLE NEWS RELEASE**  
*(Ancillary Document 2.1.6.2.2.1)*

Publicity in newspapers and on local radio and TV stations is sure to bring visitors to your guild meetings and to build membership. Check the radio, TV or newspaper website to see about contact information and submission formatting.

Local radio and TV stations often look for interesting guests to interview. TV especially lends itself well to visual objects and demonstrations of needlework. If there are such programs in your area, telephone the station and see if you may make an appointment to discuss your project.

Newspaper articles, especially if they appear in advance of meetings or special events, are invaluable.

Be certain to determine the format your information should take (email, fax, other).

The contact person should call the newspapers to determine deadlines for daily and Sunday editions, the proper person to receive your news, and whether or not photographs are accepted for publications.

The usual form for a publicity release is double spaced typing beginning at least one third down the page. Name, phone, email, and address of the contact person should appear in the upper right corner of the page.

Make sure that the date, place, time, event and the fact that it is sponsored by The Embroiderers' Guild of America are included in the first paragraph. It is important to specify if there is a charge for guests or any other requirement for attendance. Give the name and phone number of the contact person.

A sample news release is provided here.

**The Embroiderers' Guild of America**

\_\_\_\_\_ Chapter

\_\_\_\_\_ (contact name)  
\_\_\_\_\_ (contact's address)  
\_\_\_\_\_ (contact's city/state/zip)  
\_\_\_\_\_ (contact's phone number)  
\_\_\_\_\_ (contact's email address)

**FOR IMMEDIATE RELEASE**

**The Embroiderers' Guild of America, Inc.**

Do you enjoy needlework?

Come find out about The Embroiderers' Guild of America (EGA) and visit a group dedicated to preserving the needle arts through education, study, and fellowship.

*EITHER (for newly forming chapter)*

A local chapter is being formed for individuals who are interested in expanding their needlework horizons and in stitching with others who are eager to share their love of stitching.

*OR (for established chapter)*

A chapter of The Embroiderers' Guild of America will meet to hear a program given by \_\_\_\_\_ on \_\_\_\_\_. *[Describe program and identify speaker]*

Guests are welcome without charge at the \_\_\_\_ day \_\_\_\_\_ meeting. Telephone \_\_\_\_\_ for further information.

Dates:

Time:

Place:

For more information, contact:

Name:

Telephone:

Email address:

We are looking forward to meeting you!!! All levels are welcome from beginner through expert.

The Embroiderers' Guild of America is a national non-profit organization dedicated to furthering education in fine needlework and is open to anyone interested in the art of embroidery, whether novice or advanced. EGA Headquarters is located in Louisville, Kentucky. Visit the website at [www.egausa.org](http://www.egausa.org).