

SLANT 45 Newsletter Sample

347 words

Down, set, hike! Come be a part of Super Bowl XLV's exciting youth education program and help make your community a better place to live by signing up today at slant45.org!

Service Learning Adventures in North Texas (SLANT 45) is a free, creative-learning experience developed for children grades 3 – 5. Conceived and operated by North Texas nonprofit Big Thought in partnership with the North Texas Super Bowl XLV Host Committee, SLANT 45 aims to become one of the biggest communitywide service-learning programs for children in America!

The goal of SLANT 45 is to recruit 20,000 kids from more than 100 North Texas cities to generate 45,000 hours of community service.

Here's how it works. Adult coaches, equipped with Playbooks packed with tips and curriculum, will help form teams of kids numbering two or more. The teams will identify and research issues in their local community from their own perspective then develop a project, which can run over a weekend or span several months. Once a team is registered, local Junior League volunteers will assist the coaches and teams throughout the process.

Projects are limited only by a child's imagination – from blanket drives and community gardens, to murals painted over graffiti, to a neighborhood walking program.

A key component of the learning experience is developing a reflective collage (submissions due October 30, 2010), to be considered for a special touring art exhibition. Teammates meeting all guidelines are eligible to receive an official SLANT 45 T-shirt and have an opportunity to be part of a celebration event in January 2011 (free tickets available on a first-come, first-served basis).

"Here's a great chance for us to recognize that the heroes of Super Bowl XLV aren't just on the football field," said former Dallas Cowboy Daryl Johnston, who serves as the SLANT 45 chairman. "They're our littlest heroes, right here in North Texas, working to do good for others."

President George W. Bush and Mrs. Laura Bush are honorary chairs of SLANT 45, and Bank of America and the Ted & Shannon Skokos Foundation are the founding sponsors. To learn more and register, visit slant45.org.



SLANT 45 Newsletter Sample

144 words

Sign up today for SLANT 45 – the Super Bowl XLV’s exciting youth education program, and help make your community a better place to live!

Service Learning Adventures in North Texas: SLANT 45—is a free, creative-learning experience developed for children grades 3 – 5. Managed by North Texas nonprofit Big Thought in partnership with the North Texas Super Bowl XLV Host Committee, the goal is to recruit 20,000 kids from more than 100 North Texas cities to generate 45,000 hours of community service.

Teams of kids will work with an adult “coach” to create a project that will benefit their community – anything from blanket drives and community gardens, to painted murals and neighborhood walking programs.

SLANT 45’s key components include a reflective collage, a special touring art exhibition, and a January 2011 celebration event for qualifying teams.

To learn more and to register, visit slant45.org.



SLANT 45 PA Announcement

Third-, fourth- and fifth-grade students, listen up! Come be part of Super Bowl XLV’s youth education program called SLANT 45!

Here’s how it works – form a team of kids, find an adult coach, then pick a project to make your community better. Teammates who follow all the rules will receive an official SLANT 45 T-shirt .. plus get a chance to be in a touring art show ... and the opportunity to receive tickets to a big celebration at the American Airlines Center in January 2011!

Ask your parents, teachers, coaches and/or youth directors to sign up and learn more at slant45.org ... or pick up a flyer (from your teacher) or in the principal’s [counselor’s] office!

Calendar Listing

Sign up today for SLANT 45 – the Super Bowl XLV’s youth education program created by nonprofit Big Thought in partnership with the North Texas Host Committee. Free and open to any 3rd, 4th and 5th graders in Dallas, Tarrant, Collin and Denton Counties. Teams of kids must recruit an adult “coach” to guide them as they create a project that will benefit their community. Key components include a reflective collage (submissions due Oct. 30 to be included in a special touring art exhibition) and a January 2011 celebration event for qualifying teams. Register now through Dec. 30, 2010, at slant45.org.

Sample Media Release

YOUR ORGANIZATION LOGO
(optional)

FOR IMMEDIATE RELEASE

CONTACT:

NAME
PHONE
EMAIL (optional)

SIGN UP TODAY AT SLANT45.ORG FOR SUPER BOWL XLV'S YOUTH EDUCATION PROGRAM

CITY (Month abbreviated plus date, year) – The (name of your organization) is encouraging 3rd, 4th and 5th graders to get involved in SLANT 45, the Super Bowl XLV's youth education program, to help make their communities a better place to live.

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The goal of SLANT 45 is to recruit 20,000 kids from more than 100 North Texas cities to generate 45,000 hours of community service.

(INSERT OPTIONAL QUOTE FROM MAYOR OR LOCAL LEADER ENCOURAGING KIDS AND ADULTS TO GET INVOLVED IN SLANT 45) *Here's an example – please modify to your liking!*

"I encourage our kids to get involved in SLANT 45," said Local Mayor ABC XYZ. "It's going to be a fun, terrific learning experience that will teach valuable lessons ... and, best of all, it will improve our community. Our kids will never forget this Super Bowl experience."

Here's how it works. Adult coaches, equipped with specially designed Playbooks packed with tips and curriculum, will help form teams of kids numbering two or more. The teams will identify and research issues in their local community from their own perspective, then develop a project, which can run over a weekend or span several months. Once a team is registered, local volunteers with The Association of Junior Leagues International or The Links, Inc. will assist the coach and teams throughout the process.

Projects are limited only by a child's imagination—from blanket drives and community gardens, to murals painted over graffiti to a neighborhood walking program.

A key component of the learning experience is developing a reflective collage, which must be submitted by October 30, 2010, to be considered for a special touring art exhibition. Teammates meeting all guidelines will receive an official SLANT 45 T-shirt and have an opportunity to be part of a celebration event in January 2011 (free tickets available on a first-come, first-served basis).

"Here's a great chance for us to recognize that the heroes of Super Bowl XLV aren't just on the football field," said former Dallas Cowboy Daryl Johnston, who serves as the SLANT 45 chairman. "They're our SLANT 45 participants, the littlest heroes, right here in North Texas, working to do good for others."

President George W. Bush and Mrs. Laura Bush are honorary chairs of SLANT 45, and Bank of America and the Ted & Shannon Skokos Foundation are the founding sponsors.

To learn more and register, visit slant45.org. Informational flyers are available at (libraries, rec centers, youth organizations, faith-based centers, etc.) or call _____ for more information.

Sample Media Advisory

MEDIA ADVISORY

CONTACT:
NAME
PHONE
EMAIL (optional)

(CITY) KIDS MAKE A DIFFERENCE BY PARTICIPATING IN SUPER BOWL XLV'S YOUTH EDUCATION PROGRAM MAY 18 AT 1 P.M.

***(example) Local Cub Scouts launch neighborhood fitness program;
almost 100 kids and adults expected for 1-mile walk starting at XYZ Park***

WHO: As part of Super Bowl XLV's youth education program called SLANT 45, Burleson Cub Scout Troops 58 and 636 will launch a neighborhood fitness project on Saturday, May 18 at 1 p.m. at XYZ Park. Mayor XYZ will join the walk, along with the principals from _____, _____ and _____ schools.

WHAT: About 100 neighborhood kids and adults of all ages are expected to walk a one-mile route today. The plan is for the group to walk every Tuesday and Thursday at 7 p.m. and every Saturday at 1 p.m. for the next six weeks. The route will get longer each time.

WHEN: Saturday, May 18 at 1 p.m.

WHERE: XYZ Park located at _____ in _____ (city). Walk will begin on the north side near the playground equipment.

ABOUT SLANT 45: Service Learning Adventures in North Texas (SLANT 45) is a free, creative-learning experience developed for children grades 3 – 5. Conceived and operated by North Texas nonprofit Big Thought in partnership with the North Texas Super Bowl XLV Host Committee, SLANT 45 aims to become one of the biggest community wide service-learning programs for children in America!

The goal of SLANT 45 is to recruit 20,000 kids from 100 North Texas cities to generate 45,000 hours of community service. Teams may register online at slant45.org or by calling 469-621-8989 through December 30, 2010.

Former Dallas Cowboy Daryl Johnston is chair of SLANT 45, and President George W. Bush and Mrs. Laura Bush are honorary chairs. Bank of America and the Ted & Shannon Skokos Foundation are the founding program sponsors.

To learn more and register, visit slant45.org.