

SAMPLE PRESS RELEASE
(Just an Idea!)

FOR IMMEDIATE RELEASE

DATE: _____

CONTACT: _____

AAU BATON QUALIFER DATE ANNOUNCED

The _____ AAU District Baton Twirling Championships for the Amateur Athletic Union (AAU) will be held at _____ on _____.

This competition is the official qualifier for the 2012 AAU National Baton Twirling Championships to be held at the AAU Junior Olympic Games in Houston, Texas.

The AAU Baton Twirling Program is a national network for amateur athletes, coaches, judges and baton twirling enthusiasts dedicated to improving and promoting the sport of baton twirling.

Founded in 1888, the AAU is the largest not-for-profit, volunteer, multi-sport organization in the United States dedicated solely to the promotion and development of amateur sports. The ideal of "Sports for All, Forever" is shared by over 500,000 members and 50,000 volunteers. The AAU offers programs in over 34 sports.

A benefit of AAU membership is a quality insurance program that provides coverages for its member clubs and individual members. The coverage includes general liability and secondary participant accident insurance. As an added benefit, under certain circumstances, the benefits can extend to participation in non-AAU-sanctioned events as well as AAU events.

Athletes participating at the District Championships will have the opportunity to compete in a variety of events including Solo One Baton, Solo Two Baton, Solo Three Baton, Solo Freestyle, Solo Dance Twirl, Multiple Baton Solo, Strut, Hoop, Flag, Duets, Trios, Twirling Teams, Dance Twirl Teams, Parade Corps Twirling Corps, and Novelty Show Twirl. The top athletes in each level and division will qualify for the National Championships where finalists will be awarded gold, silver, bronze and copper medals.

For more information about how to participate in the _____ AAU District Baton Twirling Championships, contact _____ at _____. Deadline for entries is _____.

Competitors interested in participating in AAU Baton Twirling should contact the AAU National Headquarters at 407-934-7200. For additional information on the AAU, please visit the web site at www.aausports.org.

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