

PRESS RELEASE - TEMPLATE

[Print on your student organization's letterhead, if possible. If not, type the organization's name, address, phone number, etc. at top of page.]

Contact: *[name, title, student organization]*

Phone: *[phone number]*

Email: *[email address]*

FOR IMMEDIATE RELEASE

***[Your Organization's name]* Launches Discount Program at Local Restaurants and Retailers**

[City, ST, Date] – The *[your organization at name of school]* has launched a program to help students save money at many area restaurants and stores, as well as online retailers.

The program, called Student Savings Club, is available now to all students at no cost. By showing a school ID when making a purchase, anyone from *school name* will receive a discount or special that is being offered. Some discounts at online stores are provided as cash back on a student's debit or credit card.

The *[your organization]* brought the Student Savings Club, a national program for colleges and universities, to *[school name]*. *[Insert a quote from someone in your organization about why you decided to bring the Student Savings Club to your school. Example: "It's hard for students and their families to handle all of the expenses of college these days," says name of the your organization. "This program makes things a little easier by helping students to save money at some of their favorite places."]*

Students can get a list of all participating retailers and discounts by going to www.StudentSavingsClub.com. Some of the retailers who are participating include *[list 8-12 merchants]*.

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