

**Unit 11****Lesson 11.6 – Press Release**
SEM Communications**STUDENT ACTIVITY****Instructions**

You are the Public Relations Director for the World Snowboarding Championships. This year Canada will play host to the championships. The competition will take place at Whistler and all the top performers will be participating, including Shaun White. Red Bull is the presenting sponsor of the event.

Your assignment is to create a press release that will alert the national media about the competition. Be sure to include all essential elements of an effective press release and providing mention of the event's primary sponsor is highly recommended. Write your release in the space provided below.

FOR IMMEDIATE RELEASE