

NEWS RELEASE

Adapt the information in this news release to fit your church's Avalanche Ranch program. Then submit typed, double-spaced copies to your local newspapers, radio stations, and TV stations. You may want to check with them for any other specific requirements regarding news releases.

[Name of Church] Invites Children to Avalanche Ranch: A Wild Ride Through God's Word!

"This year our church is a stampede of excitement as we visit Avalanche Ranch," says [your church pastor's name]. "Our Avalanche Ranch program will provide fun, memorable Bible-learning activities for kids of all ages. Each day kids will sing catchy songs, play teamwork-building games, nibble Chuck Wagon Chow, take on a Daily Challenge to let God's love grow into their homes, experience electrifying Bible adventures, collect Bible Memory Buddies to remind them of God's Word, and create Bible Point Crafts they'll take home and play with all summer long."

"Avalanche Ranch is an exciting way for kids to learn more about God's love," says [your pastor's name]. "Kids will join nearly a million children in North America and take part in a hands-on missions project that will reach orphans in Africa. Each day concludes at Showtime Roundup—a celebration that gets all participants involved in living what they've learned. Family members and friends are encouraged to join us daily for this special time at [time of Showtime Roundup]. We hope Avalanche Ranch will get everyone wild about God in our community."

Avalanche Ranch begins on [VBS starting date] and continues through [VBS ending date]. Meet at [name of church and church address] each day from [VBS starting time] until [VBS ending time]. For information, call [church phone number].