4-Way Essay Contest Sample News Release

For immediate release as of _____.
Contact person: _____ Phone Number: (   ) _____
Email: _____

Essay Contest Offers Area Youth $1,250 Top Prize

An area high school student will be awarded the $1,100 top price in the Annual Rotary District 5580 Essay Contest. In addition to the top award, there will be six $150 regional winners selected.

Rotary District 5580 offers this Essay Contest as an incentive to young people to develop their skills of self-expression and as evidence of a sincere interest in the ideals of our youth. <u>All students in their final two years of high school are eligible to participate</u>.

The essay can deal with any topic of the student's choosing, but it must apply the principles of The Rotary 4-Way Test:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

The Rotary 4-Way Test was first conceived in 1932 at the height of the Great Depression by a Chicago businessman, faced with the challenge of saving a major company from bankruptcy. Looking for a way to save the company, he sought a short yardstick of ethics that could be used. Company personnel were asked to learn the test and to observe it as a guide to every aspect of business. As a result, a climate of trust and goodwill gradually developed among dealers, customers and employees, and the 4-Way Test was credited with returning the company to a thriving status.

The 4-Way Test has inspired safe driving programs, crime and drug reduction activities, and has been the subject of countless secondary school essays. The message has appeared on roadside billboards, bronze plaques and has been translated into more than 100 languages.

The 500-1,000 word essay must be submitted in typewritten form, and the local deadline for entries is (insert your club's deadline here). Detailed information and entry forms may be obtained from:

(Provide Club Chair contact information here.)