

**SAMPLE NEWS RELEASE**  
**ROOSTER RUSH**  
*[For release August-December, 2010]*

*Customize and format this press release with your local outdoor industry statistics and a quote from your agency's director or spokesperson. Include information on local celebrations (such as feeds, dances or welcomes, attractions or visitors center events, etc.) Put your name, direct phone number and email address, and the distribution date for media follow up.*

**FOR IMMEDIATE RELEASE:** (enter date)  
**CONTACT:** (Name, Phone, Email)

**Rooster Rush is Here Again**

*(City Name) Joins State in Celebrating Pheasant Hunting Tradition*

**CITY**, S.D. – **(CITY NAME)** joins cities and businesses statewide in celebrating Rooster Rush, to be held Oct.-Dec. The second year of the season-long promotion will celebrate the value and tradition of the state's pheasant hunting industry.

“The public and private pheasant hunting sectors in South Dakota have a tremendous impact on the state's economy,” said Gov. Mike Rounds. “Our exceptional pheasant habitat and thousands of acres of public land attract hunters from across the country. They look forward to the best pheasant hunting in the world and experiencing the fine tradition that so many families have grown up with and love in South Dakota.”

**INSERT PARAGRAPH DESCRIBING LOCAL ROOSTER RUSH CELEBRATIONS, EVENTS AND PROMOTIONS.**

**Quote from local official**

Pheasant hunting by the numbers in 2009\*:

- 167,299: Number of resident and non-resident hunters
- 8,400,000: Pre-season pheasant population
- 1,598,986: Number of pheasants harvested
- \$219.8 million: Dollars spent by resident and non-resident hunters
- (Insert local information by referencing [www.sdgap.info](http://www.sdgap.info) for county-specific stats)

Rooster Rush is the Office of Tourism's fall seasonal promotion to encourage pheasant hunting in South Dakota.

-30-

\*Source: [www.sdgap.info](http://www.sdgap.info)