

SAMPLE NEWS RELEASE
ROOSTER RUSH
[For release August-December, 2011]

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 Takes Flight for 2011 Season
(City Name) Joins State in Celebrating Pheasant Hunting Tradition

CITY, S.D. – Rooster Rush is being celebrated in (**CITY NAME**) for the 2011 pheasant hunting season. Cities and businesses statewide are participating in the third year of the season-long promotion. The promotion was introduced across the state to help preserve and promote the history of the state's pheasant hunting industry.

“Pheasant hunting in South Dakota is a tradition unlike any other. It is a tradition that combines South Dakota's great outdoor resources and the warm hospitality of our residents,” said Gov. Dennis Daugaard. “People come from across the country each year to experience a South Dakota pheasant hunt. The impact that pheasant hunting has on South Dakota continues to be an important part of the state's economy.”

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

Quote from local official

Pheasant hunting by the numbers in 2010*:

- 172,654: of resident and non-resident hunters
- 9,840,000: Pre-season pheasant population
- 1,831,000: Number of pheasants harvested
- \$231 million: Dollars spent by resident and non-resident hunters
- (Insert local information by referencing the [Game Fish and Parks](#) website for county-specific stats)

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