

**SAMPLE NEWS RELEASE**  
**ROOSTER RUSH**  
*[For release August-December 2009]*

*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.*

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**FOR IMMEDIATE RELEASE:** (enter date)

**CONTACT:** (Name, Phone, Email)

**Rooster Rush is Here**

*(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 season-long promotion celebrates the value of the state's pheasant hunting industry and the economic impact it has on South Dakota.

“Pheasant hunting in South Dakota is world-class and has a tremendous impact on the state's economy,” said South Dakota Governor Michael Rounds. “But economics aside, pheasant hunting has been bringing families and friends together for generations to enjoy the great outdoors we're lucky enough to call home. Rooster Rush is a celebration of that tradition.”

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

**Quote from local official**

Pheasant hunting by the numbers in 2008\*:

- 176,180: Number of resident and non-resident hunters
- 9,900,000: Pre-season pheasant population
- 1,934,078: Number of pheasants harvested
- \$219.6 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 part of Goal 1 of the 2010 initiative to double visitor spending in South Dakota from 2003-2010. The Office of Tourism serves under the direction of Richard Benda, secretary of the Department of Tourism and State Development.