

Local letterhead

**PRESS RELEASE  
MODEL**

**CONTACT:**

Your Name

Reliable Phone / fax number / email address

**FOR IMMEDIATE RELEASE**

YOUR TITLE HERE

**(Be creative!)**

**OPENER:** Your "Hook"-a brief, interesting angle about the team/s to capture interest.

(Example: unusual solution, unique background/s of team members, emphasis on creativity, application of future corporate skills)

**REGIONAL TOURNAMENT INFORMATION:**

\_\_\_\_\_ will join teams from  
\_\_\_\_\_ to present their creative solutions  
\_\_\_\_\_ on Saturday (date) at the  
\_\_\_\_\_ Regional Tournament. This exciting and highly visual event will be  
held at \_\_\_\_\_ from \_\_\_\_\_ to  
\_\_\_\_\_.

**TEAM PARTICIPANTS:** \_\_\_\_\_ teams will compete for the opportunity to showcase their solutions from their choice of five challenges representing technology, industrial design, literature, fine arts and the performing arts.

**MORE ABOUT DI:** Destination ImagiNation, the largest non-athletic team competition in the world, offers K-University level students a unique opportunity to participate in challenging and motivating activities both inside and outside their regular curriculum. The rewards are many. Students learn to work with others as a team. They learn self-confidence by creating innovative solutions, evaluating their results, and taking risks. They develop their creative skills through problem-solving and independent thinking.

Sponsored by **Intermediate District 287**, DI is Minnesota's largest academic competition. Since its inception in 1999, participation has grown to almost 6000 participants competing in 9 regional tournaments statewide. Advancing teams will gather at the State Tournament on Saturday \_\_\_\_\_ at \_\_\_\_\_ High School in \_\_\_\_\_ to compete for the state championship. Then it's on to Global Finals (held in May at the University of Tennessee) to share their solutions with more than 7000 participants.

**ADDITIONAL INFORMATION:** (Include and reference information such as the MN DI Program Guidebook, team member names, photo with caption if sending to print media). Suggest a follow-up conversation date/time and an interview with your team/s.

