 **IMMEDIATE RELEASE**

Sigma Phi Epsilon

Local Address

Contact: Local Spokesperson

Spokesperson e-mail

Spokesperson Phone

Local website

www.sigep.org

(School Name) student chosen for national leadership development program

City, Date: Full participant name, of school has recently participated in a one-of-a-kind leadership development program through his fraternity, Sigma Phi Epsilon. The program, called the Ruck Leadership Institute, is a five-day interactive immersion experience with fellow undergraduate members of Sigma Phi Epsilon and alumni facilitators.

Last name, was selected as one of the top 120 undergraduate members in the country, from a pool of over 15,000. The Ruck Leadership Institute focuses on the leadership principles espoused in one of the best-selling leadership books of all time, *The Leadership Challenge*, co-written by Barry Posner, a nationally renowned leadership expert and SigEp alumnus. The program is one of the ways SigEp lives up to its mission: building balanced men.

**[Insert a paragraph here about yourself. Include a few accomplishments that contributed to your selection into Ruck and a quote about what the experience meant to you. It might sound like this:** Miller said he was not sure what to expect at this gathering of so many fellow SigEps from across the country. “We got into teams right away and had to figure out how to work together with a lot of unknowns,” he said. Anderson, a senior from Peoria, Il., is studying for a degree in finance and maintains a 3.7 GPA. “My business courses give me the technical knowledge I need in business, but this leadership training has shown me how much I have to work on myself to get results from others,” he added.]

Brain Warren, executive director of the Fraternity, said, “I am confident that these students will go back to their campuses ready to take on leadership roles with new skills and determination, as I did when I completed the program in 2002. The opportunity to learn from the most talented and highly accomplished leaders in our Fraternity gives these young men a distinct advantage as they embark on their careers.”

The Ruck Leadership Institute is named in honor of Frank J. Ruck, a former Grand President of SigEp and a visionary in developing leaders. He was an inspiration for many generations of SigEp members to reach their full potential as leaders in all aspects of their lives.

Sigma Phi Epsilon, established in 1901, is one of the nation’s largest fraternities, with over 15,000 undergraduates on 240 campuses across the United States. Its mission is building balanced men, which is achieved through a four-year member development program that has contributed to a fraternity-wide GPA of over 3.0, a focus on the principles of Sound Mind and Sound Body, and service learning efforts that allow members to develop leadership skills while giving back to the community.

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Ruck Leadership Institute

Press Release Pitching Tips

1. Identify specific reporters at your campus and local newspaper to e-mail. At the local paper, contact the local news, travel or feature editor.
2. Send them the press release you have customized.
3. Practice a pitch with one of your brothers acting as the reporter.
4. Create a single statement that captures how the Institute impacted you.
5. Share the key messages about the program:
   1. Only 120 participants among 15,000 across the nation
   2. An immersion experience designed to connect us with our own beliefs and perspectives on how to incorporate prevailing leadership principles into our lives.
   3. No substitute for gathering with SigEps across the country to form teams, bond and crystallize a mission to take back to my campus.
   4. No other fraternity offers a program like this. We have a phrase in SigEp that comes from the 1900’s. “This fraternity will be different.” This is one way we prove that. We also have a national GPA above 3.0 and we were one of the first fraternities to shift to a non-pledging model.
6. Follow up with a phone call to the reporter.
7. Make your pitch. Speak slowly, clearly and concisely.
8. Listen for directions the reporter may want to take the story.
9. Let me know if the reporter plans to do a story so we can track it.

Questions you should prepare an answer for:

* Why were you chosen?
* Who paid for the program?
* What will be different for you now that you’ve had this experience?
* What was your favorite aspect of the program?
* What surprised you most about the experience?
* How will you use your experience to improve your chapter?