If you build it, they will come...right?

Sure, but it doesn't hurt to proactively spread the word too! Use this press release template as a guideline to help advertise your new e-commerce outlet.

- 1. Fill in all the red copy with your school's name and information.
- 2. Add an interesting quote, your own logo and a contact person.
- 3. Get it out there! Post it on your website, send students home with a printout and send email copies to a few local media outlets.

Soon you'll have excited parents using the link to buy new merchandise and raise school spirit AND revenue!

Suggested Press Release Copy Below......

YOUR school logo

Headline: example: YOUR School has (online) spirit! Subheading: example: "Buy school spirit wear online"

School Communications Contact: Add your school contact here

For Immediate Release

City, State [Date] YOUR School is excited to announce a new e-commerce feature on our school website! Our web hosting provider, Edline, has partnered with Prep Sportswear, a leader in print-on-demand customized apparel and merchandise for schools.

This partnership will give our community access to over 1,200 customizable spirit wear items through a Prep Sportswear link that will be conveniently located directly on the school website.

There will be no inventory for the school to manage and customers will enjoy bulk discount orders as well as high quality name brands like Nike and Adidas.

Best of all, up to 15% of all sales made through the Prep Sportswear link will go back to our school in quarterly payments, creating a new and cost-free fundraising opportunity!

[Add a quote here from a supportive administrator, excited parent, etc.]

Our thanks to Edline and Prep Sportswear for providing this cost-free service.

Go (YOUR MASCOT)!
[YOUR school website here]