



## **SAMPLE PRESS RELEASE**

*(THIS IS A SAMPLE RELEASE; BE SURE YOU CUSTOMIZE THE ONE YOU ISSUE WITH APPROPRIATE INFORMATION ABOUT YOUR EVENT. MAKE SURE THERE IS A DAY-OF CONTACT FOR THE MEDIA)*

### **Veteran's Day 5K Run/Walk For Peace**

Proceeds to benefit the Capt. Matthew Freeman Project

#### **FOR IMMEDIATE RELEASE**

Richmond Hill, GA – The inaugural Capt. Matthew Freeman 5K Run/Walk for Peace will take place on Thursday, Nov. 11 (Veteran's Day) at 9:00 a.m. J.F. Gregory Park in Richmond Hill, Georgia.

In addition to the run/walk, Veteran's Day events will include a brunch at the Richmond Hill City Center, silent auction and inflatables for children. Race awards will be presented at 10:30 a.m. with the city's Veterans Day presentation beginning at 11:00 a.m.

Proceeds from the event will benefit the Capt. Matthew Freeman Project: Pens and Paper for Peace. An imitative inspired by Richmond Hill hometown hero USMC Capt. Matthew Freeman who was killed in action in Afghanistan in 2009.

Shortly before making the ultimate sacrifice for freedom, Captain Freeman called his mother, Lisa, a 30-year veteran Richmond Hill school teacher, and said, *"Mom, the kids would rather have pens and paper more than anything, even food or water. Would you please start a collection and send them to me?"*

*"The amazing thing about Matthew's call was that he had only been in Afghanistan for a week,"* said Ms. Freeman, who founded The Matthew Freeman Project: Pens & Paper for Peace. *"He had an amazing capacity – the vision to see what was needed – and then do whatever was required to meet the need. Now it's up to us to realize his vision. "*

For more information, log on to [www.freemanproject.org](http://www.freemanproject.org)



# The Matthew Freeman Project

## *Pens & Paper For Peace*

"...the kids would rather have pens and paper than food and water."

*Captain Matthew Freeman*

