

Dear Pastor or Church Leader:

Following is a sample press release that you can adapt to your own situation. If you are in a small community, you will probably have greater success in getting it published in your local news media.

Thanks for you effort to promote our Texas District Convention.

**John Goeke
Director of Communications and Public Relations
Texas District - LCMS**

Press Release

DATE

Contact: (Congregational contact's name/Pastor)
Phone number
Email

FOR IMMEDIATE RELEASE

Lutherans to Attend Statewide Convention

Representatives from _____ Lutheran Church will join more than 500 pastor and lay delegates from across Texas at the 58th triennial Convention of The Texas District of The Lutheran Church Missouri Synod, June 25-28, 2009 at the Intercontinental Hotel in Addison, Texas. The Rev. Dr. Gerald Kieschnick, President of the two million plus members of the Lutheran Church - Missouri Synod will address the convention on Friday, June 26th.

Delegates from 385 ministries in Texas will gather for prayer, Bible Study, inspiration and decision making. Keynote speaker will be Dr. Robert Newton, President of the CNH District of the Lutheran Church - Missouri Synod.

"The Texas District continues to aggressively seek ways to reach the growing number of people throughout Texas with the Good News of Jesus Christ," said Texas District President, Rev. Ken Hennings. Hennings, completing his first three year term, joins four others on the ballot for President in the next triennium.

For more information on the Lutheran Church - Missouri Synod contact _____ Lutheran Church at (phone number) or view our website at www._____.