

Press Release

FOR IMMEDIATE RELEASE

Contact: Name (title):

Telephone:

Cell phone:

E-mail:

**EPSILON SIGMA ALPHA HOSTS *COOKIN’FOR THE KIDS COMPETITION***

***TO BENEFIT ST. JUDE CHILDREN’S RESEARCH HOSPITAL, PUBLIC INVITED***

CITY, STATE: “Cookin’ for the Kids” is the theme of light-hearted, energetic cooking competition event to benefit St. Jude Children’s Research Hospital. Sponsored by Epsilon Sigma Alpha (ESA), members of <CHAPTER> CHAPTER OF <CITY, STATE>, will be hosting the competition on (DATE), (TIME), (LOCATION) and invite members of the public to join local celebrities, community groups and St. Jude supporters in the festivities.

<DESCRIPTION OF EVENT – COMPETITION OVERVIEW, ACTIVITIES PLANNED, DONATIONS BEING COLLECTED, HOW TO ENTER/SPONSOR A TEAM, MAKE A DONATION, BUY A TICKET , LOCAL SPONSORS, FOOD ETC>

<INSERT A LIST OF DIGNITARIES, COMMUNITY GROUPS –FIREFIGHTERS ETC, AND BUSINESSES SUPPORTING THE EVENT>

<INSERT A QUOTE FROM ONE OF THOSE ABOVE ABOUT HOW HAPPY THEY ARE TO HELP>

Service has always been an area of particular pride in ESA, whose nearly 10,000 members in chapters across the nation have supported St. Jude for 40 years, having donated over $200 million in cash and pledges to the hospital.

<INSERT A QUOTE FROM A MEMBER ABOUT WHY ESA SUPPORTS/LOVES ST. JUDE>

For more information about Cookin’ for the Kids in <CITY, STATE>, contact <NAME, PHONE, AND E-MAIL>.

**About Epsilon Sigma Alpha**

Founded in 1929, ESA offers programs and projects to help make a positive difference in the lives of others. ESA has created a powerful network of nearly 1,000 chapters to excel in community education, service, and philanthropy. ESA adopted St. Jude Children’s Research Hospital as their international philanthropic project in 1972. Over a more than 40 year partnership, ESA has maintained their position as the third-party organization providing the most support cumulatively to St. Jude. ESA is also involved in Hope for Heroes, a program designed to support military troops and veterans, domestic violence projects, literacy programs and scholarships, and hundreds of other worthy causes at the local, national, and international level. Those interested in ESA can learn more by visiting [www.epsilonsigmaalpha.org](http://www.epsilonsigmaalpha.org), or by contacting ESA Headquarters at 970.223.2824.

**About St. Jude Children’s Research Hospital**

Since opening more than 50 years ago, St. Jude Children’s Research Hospital has changed the way the world treats childhood cancer and other life-threatening diseases. No family ever pays St. Jude for the care their child receives and, for every child treated here, thousands more have been saved worldwide through St. Jude discoveries. The hospital has played a pivotal role in pushing U.S. pediatric cancer survival rates from 20 to 80 percent overall, and is the first and only National Cancer Institute-designated Comprehensive Cancer Center devoted to children. It is also a leader in the research and treatment of blood disorders and infectious diseases in children. St. Jude was founded by the late entertainer Danny Thomas, who believed that no child should die in the dawn of life. Join that mission by visiting [stjude.org](http://www.stjude.org/) or following us on [facebook.com/stjude](http://www.facebook.com/stjude) and [twitter.com/stjude](http://www.twitter.com/stjude).

###