

Tips: This is a sample News Release – feel free to modify it. For example where you see quotes made by Judy Garber you might insert your name, company name, chapter name and/or name of your chapter president.

1. Fill in the blanks
2. 1st blank – you can be generic; don't have to name the recipient.
3. Don't forget to delete these instructions before you send the News Release to the local press.
4. If you are e-mailing color or black and white photos as attachments along with the release, make sure they are at least 300 dpi. The size of the photo can be either 4"x6" or 5"x7".
5. If you send the Release by mail, include the photo prints. Editors do like to see Press Releases printed on a company's letterhead.

Oil Heat Cares Provides Heating Equipment to a Deserving Homeowner

Oil Heat Cares (OHC), a not-for-profit Foundation started by the National Association of Oil Heating Service Managers (NAOHSM), recently helped _____ be warmer this winter. The Foundation assists needy persons and organizations with the replacement of their oil heating equipment. OHC raise funds to purchase heating equipment and NAOHSM's Chapters identify those within their neighborhoods that most need a temporary helping hand and then install the equipment at no cost to the homeowner. "We help those who are currently in crisis get back on their feet," said Judy Garber, NAOHSM's Executive Administrator and Chairwoman of the Oil Heat Cares Foundation's Board of Directors. "This project was a perfect fit for us and I am glad that Oil Heat Cares was able to help."

NAOHSM represents more than 1,300 service managers and highly skilled technicians in the Oilheating industry. Oil Heat Cares is the oil heating industry's way of giving back to their local community by helping their neighbors in need. Many times, heating technicians identify potential Oil Heat Cares recipients as they go about their day-to-day work. If a chapter or company chooses to support the project with labor, they then go to OHC to approve the purchase of equipment and the job is scheduled. If approved, all the work and equipment becomes a gift to those in need. "A little help at the right time can make a huge difference in people's lives," says Garber, "especially when the weather is cold and the heat is off."

Each year, the 30 Chapters of NAOHSM compete for the coveted Oil Heat Cares Cup, an award presented to the Chapter that does the most good in a given year. "It's a good-spirited competition," says Garber, "but the real winners are those we help." (For a showcase of previous Oil Heat Cares projects, visit www.oilheatcares.com)

