



Sample Media Pitch

Intended to be used in conjunction with formal press announcement

Hi,

I wanted to share some exciting news that will impact fans and guests attending (school/district name) events during the 2021-22 school year. Starting this year (school/district name) is using HomeTown Ticketing to provide digital tickets for (all school events) including all (school nickname) athletics. Digital ticketing gives everyone with a mobile device a simple way to buy and manage their tickets any time, anywhere.

Please let me know if you need more information or would like to arrange an interview.

Thank you for helping us get the word out to our fans and guests!