

FOR IMMEDIATE RELEASE

For Additional Information Contact:

Name: _____

Phone: _____

Email: _____

The _____ Bailliage (chapter) of la Confrérie de la Chaîne des Rôtisseurs, the world's oldest gourmet society, is pleased to announce...

1. ...the induction of the following new members and/or the elevation of the following new officers on _____ at _____:

OR

2. ...that it is welcoming a limited number of new members with an interest in fine food and wines. Anyone interested in applying for membership should contact Bailli (president) _____ at _____ for additional information.

OR

3. ...that it will be holding its annual induction dinner on _____ at _____. The dinner will feature the culinary artistry of Chef _____, paired with a selection of fine wines. A number of new members will be inducted and officers elevated at the event. The inducting officer will be _____ of _____. Representatives of the media will be admitted to the members-only event if arranged in advance through the contact person above.

Additional information about the Chaîne, its members and scholarship programs can be found at www.chaineus.org.

NOTE: The reason for the release obviously dictates which portion to use. It is always a good idea to add local information, such as when your chapter was created or prominent members, to garner the interest of your media. Always send a release to a specific individual, usually the society or food editor. Contact Cindy Eisenmenger, chargée de presse nationale at presse@chaineus.org for more information on how to write a news release.