**Sample Press Release**

**Rotary Club seeks professionals for goodwill exchange to Denmark**

Rotary Club members of …………………………. [Club name] are seeking professionals to be part of a Group Study Exchange Team to visit Denmark in September 2018. The program in 2018 will be centered in District 1450, Denmark.

It is a program that is a unique cultural and vocational exchange opportunity for young business and professional men and women in their early years of professional life. The program is designed to develop professional and leadership skills among young adults.

It offers vocational visits to observe vocations as practiced in another country as well as impacting on team members’ long-term careers through exchange of ideas, cultural experiences [people, languages, diversity and institutions] and fellowship opportunities.

While abroad, team members stay in Rotarians’ homes and have the opportunity to meet their professional counterparts. They also gain experience in public speaking through presentations to local Rotary Clubs and other groups about their experiences and home country.

The cost of the exchange is AUD$2,500 paid by the successful applicants while their nominating Rotary club covers any additional economy airfare costs over and above that amount. The host country provides meals, lodging and group travel whilst the team members are in their district. Team members would pay for personal and incidental expenses.

Young adults [both male and female] between the ages of 25 and 40 who are interested in applying should be employed full time in a business or profession. Applicants must live or be employed in our district.

For an application, please contact [local contact’s name] at…………………………. Applications are due by 1 June 2018.

Rotary is an organisation of business and professional leaders united worldwide who provide humanitarian service and help to build goodwill and peace in the world. There are more than 1.231 million Rotary members in some 35,500 Rotary clubs in 540 Districts in 220 countries/geographic areas.