

RUN FOR THE SON
Press Release



On Saturday, _____, the Christian Motorcyclists Association will host its annual Run for the Son. The _____, one of many CMA chapters chartered in the United States, will be participating in this Run. This will be a ride where riders will seek sponsors to make investments into CMA's Kingdom efforts to spread the light of Jesus to every nation. Since Run for the Son began, CMA has invested \$88 million to help present the Gospel of Jesus Christ to millions of people around the world. Every penny promptly goes to work. Each year, twenty percent goes for Bibles and Christian training materials to closed and restricted countries, twenty percent goes for transportation to native pastors around the world, twenty percent goes to help Jesus Film Project® spread the Word of God, and forty percent is used by CMA to help reach motorcyclists here in the United States and internationally.

Anyone interested in participating in this event can meet us at the _____ at _____. We will go approximately _____ miles, round trip. For further information or if you would like to sponsor someone for the Run, please call _____.

MEDIA IDEAS:

1. Use the media release for the "free spots" on radio, TV, and newspaper.
2. Request a newspaper interview with the chapter leaders. If they interview you, they will usually cover the Run.
3. Request TV coverage. This can be in the form of noon talk shows, Christian TV stations, interviews about the Run, or the actual coverage of the Run.

WHEN BEING INTERVIEWED:

1. Lift up Jesus and the Gospel.
2. Explain the purpose of Run for the Son, how it will work, and how the money will be used.
3. Give a local phone number for more information or for interested sponsors to call.