

For Immediate Release

For More Information, Contact:

[Name]

[Email Address or website url]

ALTRUSA CLUBS RELEASE NEW LOGO AND UPDATED WEBSITE

[YOUR CITY, State] —At the biennial Convention in Rapid City, SD members rallied around the new motto of “Leading to a Better Community®”, with several members of Altrusa International Inc. of [Name of Your Club] in attendance. Nearly 10,000 Altrusans worldwide are proud of their community commitment to enhance the lives of those in their local and global communities. Since their inception in 1917, Altrusa Clubs and members like Eleanor Roosevelt and Dr. Lillian Gilbreth, have been providing hands on community service. Providing over 1 million collective volunteer hours in their communities, Altrusa clubs serve in over 360 communities in 11 countries.

Clubs scattered throughout the United States (and indeed, the world), Altrusa International is determined to be a visible, dedicated force for change in our nation, starting in our own neighborhoods. Altrusa is, first and foremost, a community-based, grassroots organization that seeks to solve the problems in our back yards. Busy Altrusans raise money for local charities, encourage reading and literacy, volunteer at battered women’s shelters, help runaway teens, build houses for Habitat for Humanity, and so much more.

Inspired by Thoreau, Altrusan Mamie L. Bass put it best: “It is not enough to be good; Altrusans must be good for something.” In addition to increasing our repertoire of service across the country and world, Altrusa Clubs have launched extensive membership efforts to welcome interested citizens to join us in our campaign for change. Our members are drawn from all cultures, from all age groups, and from all economic standings, with a common thread of wanting to give back.

As a member of an Altrusa Club, a member doesn’t need to worry about finding extra money in her own pocket—in most cases, the Club’s fund-raising efforts provide all the funding that will be necessary. The Altrusans are simply charged with being good stewards. [Insert relevant information regarding how to locate information about your Club (web site if available) and who to contact (preferably a regularly monitored email address) for more information.]

Altrusa International (www.altrusa.com) is an international association of civic-minded women and men who volunteer their energies and expertise in projects dedicated to community betterment. This website has been newly updated to reflect the new changes unveiled at the recent biennial Convention.

Altrusa is a community service organization that espouses volunteerism, service and fights for literacy and against AIDS. Assistance is given to projects emphasizing literacy through its nonprofit Foundation.