

**PRESS RELEASE:**

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

CONTACT INFORMATION: \_\_\_\_\_

ORGANIZATION: SIR BRANCH \_\_\_

TELEPHONE NUMBER: \_\_\_\_\_\_\_\_\_\_\_

EMAIL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

FOR RELEASE IN EARLY JANUARY (Attach picture of your new Big Sir to your email)

**CITY:\_\_\_\_\_\_\_\_\_\_\_ -** SIR, Inc. \_\_\_\_\_\_\_\_\_\_\_\_ Branch \_\_\_\_\_\_ has elected \_\_\_\_\_\_\_ Back as “Big Sir” (President) for the year \_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_is committed to SIR. He has been a SIR member for \_\_\_ years. \_\_\_\_\_\_\_\_ supports SIR because he and his wife \_\_\_\_\_\_\_\_\_participate in many of the SIR activities including \_\_\_\_\_\_\_\_,\_\_\_\_\_\_\_\_\_\_,\_\_\_\_\_\_\_\_\_.

Here is what \_\_\_\_\_\_\_\_\_\_\_ has to say about SIR “It is an honor to be elected to serve as Big Sir. I’ve made many new friends since joining SIR and I think it is a great resource for men over 50. I’m proud of how SIR has adapted through COVID and even more proud to have returned to our monthly luncheon meetings and other in person activities. I’m looking forward to helping grow the organization and introducing even more seniors to all that SIR has to offer”. (Please use a quote from your own Big Sir if he wishes to provide one).

SIR, Inc. is a California non-profit organization that provides social activities for men over 50 whose mission is: “To improve the lives of our members thru fun activities and events while making friends for Life”. The parent organization was formed in 1958 in San Mateo and the \_\_\_\_\_\_\_\_ Branch was formed in \_\_\_\_\_\_\_\_. There are currently over 100 Branches in Central and Northern California and more than 10,000 members from Bakersfield to Mt. Shasta and Lake Tahoe to San Francisco.

The \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Branch has about \_\_\_\_\_\_\_\_\_\_members who meet on the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of each month at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . Doors open at \_\_\_\_\_\_\_\_\_\_ and lunch starts at \_\_\_\_\_\_\_\_\_\_ with an interesting program to follow. In addition, The \_\_\_\_\_\_\_\_\_\_\_\_\_\_Branch offers the following activities to its members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Ideas for new activities are encouraged and adopted. Visitors and potential new members are welcome to sample the activities and attend luncheons. For more information, please call Membership Chairman \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_or Little SIR \_\_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I Information is also available on their Branch website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . More information can also be found at WeAreSir.com