

FOR IMMEDIATE RELEASE

Headline: Make it short and to the point! It should be in a bold font

Example: **Joe's Pawn Celebrates National Pawnbroker Day with Donation of Musical Instruments**

Subhead: More details that link to community. It should be in italics.

Example: *Musical instruments will help kids of Your Town Elementary learn through music.*

BODY:

First paragraph is the who, what, when, where, and why of the press release. Many times, this is all that gets read by the press.

YOUR TOWN, OKLAHOMA (December 6, 2021) – Joe's Pawn located in the downtown area of Your Town gathered and donated 50 musical instruments to Your Town Elementary School to help foster a love of music in students. Many schools do not have funds for arts programs and musical instruments are costly. With this donation, Joe's Pawn hopes to encourage students to participate in music.

QUOTE! Need a quote from Joe's Pawn!

"We have been collecting gently used musical instruments from our customers, churches and other pawn businesses for six months. We are proud to support musical education in our local school," says Joe Smith, Owner of Joe's Pawn.

MENTION WHO HELPED!

Sally's Pawn owner Sally Jones contributed seven guitars. "We have had these in our shop for awhile and are happy to see them get a new life in the hands of Your Town Elementary," says Ms. Jones. Local churches, including First Methodist, Second Baptist and Third Presbyterian also asked their congregations for donations. "As children leave home for college, many instruments are left at home and are now finding new lives with students," says Reverend Bill Howard of First Methodist.

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About your store

About Joe's Pawn Joe's Pawn is a family-run business now in its third generation. The store was opened in 1942 and has been a part of the Your Town community for more than 80 years. Joe's Pawn specializes in helping customers with their short-term financial needs in a confidential manner. Joe's Pawn is located at 123 Main Street in historic downtown Your Town.

Add a bit about National Pawnbroker Day

National Pawnbroker Week celebrates the hard-working owners and employees of neighborhood pawn stores. According to the National Pawnbrokers Association, there are approximately 11 thousand pawn stores, most of which are family-owned, multi-generational businesses. Pawn brokers are licensed and regulated to offer consumer credit secured by personal property. Pawn loans do not require a credit check and never negatively affect a customer's credit.

For More Information Contact

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Joe's Pawn Shop

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