



VISIT FRISCO

CREATING THE VIDEO PRESS RELEASE

*Help your news outlets and media
partners out by creating video content*



WHAT DO YOU INCLUDE?



- Feature video atop your release
- Offer multiple ways to read the release
- Have links to final video & B-roll
- Place normal release copy below

FRISCO



See video feature about the Choctaw Lazy River, ready for distribution via your social media channels and websites. See links below for more.

[Click here to view this release online.](#) For a PDF version of the release, [click here.](#)

For Choctaw Lazy River feature video, [click here.](#)

For Choctaw Lazy River B-roll, [click here.](#)

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Ryan Callison

Office: [\(972\) 292-5256](tel:972-292-5256)

Cell: [\(214\) 622-1703](tel:214-622-1703)

E-mail: rcallison@visitfrisco.com

CHOCTAW LAZY RIVER NAMED BEST BALLPARK IMPROVEMENT BALLPARK DIGEST HONORS ROUGHRIDERS FOR SECOND STRAIGHT YEAR

FRISCO, TEXAS (October 19, 2016) - For the second year in a row, [Ballpark Digest](#) has recognized the Frisco RoughRiders by naming the design, construction, and opening of the Choctaw Lazy River as its "Best Ballpark Improvement (Over \$1 Million) for 2016." The recognition comes on the heels of the Choctaw Lazy River being named "Best Sports Promotion" in Dallas by the Dallas Observer last month.

Last offseason, the RoughRiders garnered "Best Ballpark Renovation" for the

HOW DO YOU PROMOTE?



KNOW YOUR TARGET

Have your media list ready & make sure if you have individuals you work with on a regular basis, send it to them personally

SOCIAL, DUH!

Make sure that you post to your own social channels & alert your partners of the new content

BOOST THAT BAD BOY

Don't be afraid to throw some money behind the content & see where it gets you

WHO MAKES IT?

IN-HOUSE OR AGENCY?

Take existing b-roll, shoot from your phone or whatever!

KEEP IT CONCISE & TO THE POINT

Be brief, but include the best tidbits

DON'T JUNK IT UP

Leave the fancy animations and video wizardry alone

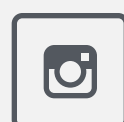




VIDEO RELEASE

**THANK
YOU**

RCALLISON@VISITFRISCO.COM



@**RJCALLI**