



## NEWS RELEASE

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For Immediate Release

### **Home Row Editorial Teaches Writing Through Team Work 2<sup>nd</sup> Graders Learn The Must-Haves To Writing A Great Press Release**

Centreville, VA, December 14, 2009: Second grade students at Colin Powell Elementary School in Centreville got a lesson in creative team work when Sharon Ritchey, owner and creative lead of Home Row Editorial facilitated a creative writing exercise.

The students were divided into groups and first had to choose a name for their class. Home Row Editorial provided five names and the rationale for each one. The winner, The Tamaro Tigers, in recognition of their teacher Denise Tamaro, was the clear favorite.

"I wanted to get the kids excited about working together in a creative way," says Ritchey. "Once they were in agreement about the name, they were eager to work together."

The next exercise was to write a press release to be read on the school news station. The class was asked to come up with the top three activities for winter break. They learned how to ask questions, interview, and write text to grab the reader's attention.

Once the release was finished, Home Row had a Tamaro Tigers logo made with partner Strategia Design. "The kids were excited to see their logo and their names in the release," says Denise Tamaro the Tigers' teacher. Reporters from the news station interviewed them and read their news.

"It's great fun to work with kids," says Ritchey. "They know a lot about fiction and how to write stories but I feel it's essential that they learn writing skills for life. And if they have fun along the way they'll be more willing to tackle larger and more challenging projects"

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