

Subject: Get ready, Get set for [INSERT TOWN]'s First-Ever Virtual Pinewood Derby

Like many of our favorite events during the COVID-19 pandemic, the beloved Pinewood Derby will also look a little different this year. That means Cub Scouts, their families, and excited spectators in [insert city/town] can all cheer on our area's first-ever Virtual Pinewood Derby experience on [INSERT DATE and TIME].

We'd love to share how we are evolving this long-standing tradition into a virtual event for ALL families so your viewers/readers/listeners can see/read/hear how we're working to ensure every Cub Scout can compete safely in this time-honored tradition.

[INCLUDE JOINING MESSAGE IF FEASIBLE FOR YOUR LOCAL UNITS: In addition to introducing you to some Cub Scouts and parents getting ready for this year's race, there is still time for local families to join a Cub Scout pack and sign up to participate in this unique event, so we would appreciate your help spreading the word to give families something fun to look forward to.]

Because the event is virtual, if you need footage or photos to run with your story, we can provide those, as well.

Looking forward to hearing from you!