

News release assignment

Write a standard *Announcement news release* for the following event. The following business hired you to do publicity for it, so use its address, phone number, website and email address.

Proofread for correct grammar, spelling and AP style. Use the example press release handed out to you in class.

Follow these guidelines:

- adhere to the rules for the news release lead (summary lead if serious topic; alternative lead if a soft/feature topic)
- use a quote and use *said*, not says
- come up with a headline
- follow the style noted in the readings, no longer than one page (end with ### or -30-)
- type up a sentence/short descriptor that briefly explains what the Connecticut Sun is (as in example).
- no need for contact information after ### as you see in the example press release.

FACTS FOR NEWS RELEASE

- The Connecticut Sun president Jennifer Rizzotti, chairman of the Mohegan Tribal Council James Gessner Jr. and Latoya Cluff, vice chair of the Mashantucket Pequot Tribe held a press conference at 11 this morning.
- Gessner and Cluff announced that the two largest tribes in New England have purchased the Encore Boston Harbor Resort and Casino from Realty Income and will take over operation from Wynn Resorts.
- As part of the deal, the Connecticut Sun of the WNBA will be relocating to Boston beginning in the 2026 season.
- The press conference took place at the Encore Boston Harbor Resort and Casino in Everett, MA.

- The Connecticut Sun have been owned by the Mohegan Tribe and played at Mohegan Sun Arena in Uncasville, Connecticut since 1999. It was the first WNBA franchise to operate independent of an NBA franchise. The Mohegan Tribe was the first and only Native American tribe to own a professional sports franchise.
- The Sun have advanced to the WNBA postseason in 15 of their 21 seasons, but have not won a championship.
- While the Mohegan Tribe owns and operates the Mohegan Sun Resort and Casino, the Mashantucket Pequots own Foxwoods Resort Casino in Ledyard, CT just 11 miles apart.
- The pairing of the two wealthiest tribes in New England is a new direction for the tribes.
- The current Encore Boston Harbor has 671 hotel rooms, but does not include live sports venue, which will be the first priority for the new ownership group.
- Rizzotti said: “This partnership and investment by the tribes ensures the Sun will continue to bring in world-class athletes to compete in a burgeoning and expanding WNBA. It will bring professional women’s basketball to all of New England through expanded media rights deals and top-of-the-line facilities.”
- Cluff said: “This is a new and exciting era for the Mashantucket Pequot Tribe as it expands its holdings to a seventh casino and into a partnership in the arena of professional sports. We aim to continue our first-rate hospitality, to make Boston the place free agents want to play, and the venue where sports fans want to experience women’s basketball.”
- Gessner added: “The Mohegans have brought professional women’s basketball in New England into adulthood. There is no better time to boost the investment, to partner with our neighbors, and to let the Sun shine on all of the region as we continue to support and grown women’s sports.”