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**FOR IMMEDIATE RELEASE: 06/30/2024**

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Everybody's Favorite Way to Spend the Day Theme Park  
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### **Our Response to the Rollercoaster Derailment**

**New York, NY** – On the morning of June 30<sup>th</sup>, a rollercoaster at our park broke from its rails. This led to one of the passengers being critically ill and eight other passengers needed treatment for a range of scrapes, bumps, and bruises. Thankfully, no deaths have occurred.

To our guests impacted by this unfortunate mistake, we are working tirelessly to ensure this never happens again.

The cause of the derailment is currently being investigated but as of now, it is believed to be negligence due to an incomplete park ride maintenance report for the rollercoaster. We will continue to work alongside investigators to get to the full extent of the matter and will re-perform tests on all rides in our theme park.

We take full responsibility and sincerely apologize to our guests, staff, and stakeholders.

For any questions, please reach out to Joretta Morris at [PR@everybodysfavoritethemepark.com](mailto:PR@everybodysfavoritethemepark.com).

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**FOR IMMEDIATE RELEASE: 04/14/2024**

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**Frito Lay's Cheesy Cheetah to Partner with Nike**

Chester Cheetah associated with Cheetos is being repositioned for a new Nike Campaign.

New York, NY: Tomorrow at the Nike World Basketball Festival, Nike will announce their latest shoe campaign "Volar." Audiences will get a chance to see Chester Cheetah – the mascot for Frito Lay's Cheetos – show up on the court with a bag of Cheetos while wearing a Nike basketball jersey.

The crowd will get to watch as he performs a free throw tossing the bag of snacks into the hoop before delivering his signature catchphrase, "It's not easy being cheesy."

"We knew we had to do something big to announce a partnership with Frito Lay," a spokesperson for Nike said.

"Cheetos is known for their phenomenal work within the Hispanic community through their scholarship fund, Deja tu Huella, and now, we will continue our work with Nike and their latest brand, Volar: shoes made to fly," said a spokesperson for Frito Lay.

With Volar, marketing ads will feature inspirational stories of Hispanic sports players like past stories of Serena Williams and Colin Kaepernick.

When asked what he thought of the campaign, one customer said, "Finally, they will begin to see past stereotypes, they will see everyday people with dreams."

To show your support and to view the announcement LIVE, go to [nike.com/Cheetos](https://nike.com/Cheetos).

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**FOR IMMEDIATE RELEASE: 04/14/2024**

**Joretta Morris**  
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**(212) 555-0187**  
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**Frito Lay's Cheetos to Partner with Nike**

Chester Cheetah associated with Cheetos is being repositioned for a new Nike Campaign.

New York, NY: Today at the 2024 Nike World Basketball Festival, Nike announced their latest shoe campaign "Volar" or "Fly." Audiences were shocked to see Chester Cheetah – the mascot of Cheetos – show up on the court with a bag of Cheetos and wearing a too-tight Nike basketball jersey.

The crowd watched as he performed a free throw tossing the snacks into the hoop before being belting his signature catchphrase, "It's not easy being cheesy."

"We knew if we were going to announce a partnership with Frito Lay, we had to do something unusual," a spokesperson for Nike said as Chester stood beside him.

"Cheetos is known for their phenomenal work within the Hispanic community through their foundation, Deja tu Huella, and now, we will continue those efforts through Nike with Volar: shoes made to fly," said a spokesperson for Frito Lay.

Volar's campaign ads will feature stories of Hispanic sports players similar to past stories of Serena Williams and Colin Kaepernick.

When asked what he thought of the campaign, one customer said, "Finally, they're beginning to see beyond the stereotypes, they're seeing us as people with dreams."

To view the Volar campaign and show your support, head to [nike.com/Cheetos](https://nike.com/Cheetos).

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