

**USE WHEN BROTHER IS SELECTED**

Sigma Phi Epsilon

Local Address

Contact: Local Spokesperson

Spokesperson e-mail

Spokesperson Phone

Local website

www.sigep.org

IMMEDIATE RELEASE

(School Name) student selected for prestigious overseas program

City, Date: Full participant name, of school has recently been selected for a one-of-a-kind study abroad program through Sigma Phi Epsilon Fraternity. The program, called the Tragos Quest to Greece, is a 10-day journey through Greece with fellow undergraduate members of Sigma Phi Epsilon, alumni mentors and university faculty. Last name, was selected as one of the top 16 undergraduate members in the country, from a pool of over 15,000. Sigma Phi Epsilon (SigEp) is the only national fraternity to offer a program like it. The Tragos Quest to Greece focuses on the ideals of Sound Mind and Sound Body, two of SigEp’s core practices. It epitomizes SigEp’s commitment to breaking stereotypes about Greek-letter organizations and carrying out its mission of building balanced men.

**[Here is the place to insert a paragraph about yourself. Include a few accomplishments that contributed to your selection into the Quest and a quote that captures your excitement about the program. It might sound like this:** Anderson said he was humbled to be included in such an accomplished group within his Fraternity. “SigEp recognizes the importance of living up to a certain set of values. I am eager to travel to Greece to study how those values are relevant today.” Anderson, a junior from Philadelphia, is majoring in mechanical engineering and maintains a 3.7 GPA. “I’m really looking forward to the chance to spend some time studying my own philosophy and purpose. That’s not exactly covered in my engineering courses,” he added.]

Each participant prepares for the trip by reading three books about ancient Greek philosophy and culture. The learning continues overseas, with daily discussions based on scholarly readings and personal experiences. The discussions are designed to challenge each scholar along his journey of introspection and transformation. During the Quest, scholars discuss the Socratic method of teaching in the Agora where Socrates taught, hold athletic competitions in the original Olympic stadium, and study the Fraternity’s Ritual in Delphi after learning about the Mysteries of Eleusis.

“The program provides an opportunity for self-discovery,” said Brain Warren, Executive Director of the Fraternity. “It challenges participants to see the world through a different lens and return to their respective campus ready to leave a lasting and positive legacy.”

The trip is funded by a grant from the SigEp Educational Foundation, which raises money for SigEp’s various local and national leadership programs. This experience is made possible through the generosity of William G. Tragos and his wife Lilli. Tragos is a co-founder of the TBWA worldwide advertising agency, and former Grand Chapter President of the Fraternity. Their endowment will benefit SigEp and its brothers for years to come.

Sigma Phi Epsilon, established in 1901, is one of the nation’s largest fraternities, with over 15,000 undergraduates on 240 campuses across the United States. Its mission is building balanced men, which is achieved through a continuous member development program that has contributed to a fraternity-wide GPA of over 3.0, a focus on the principles of Sound Mind and Sound Body, and service learning efforts that allow members to develop leadership skills while giving back to the community.

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**USE WHEN BROTHER RETURNS FROM GREECE**

Sigma Phi Epsilon

Local Address

Contact: Local Spokesperson

Spokesperson e-mail

Spokesperson Phone

Local website

www.sigep.org

IMMEDIATE RELEASE

(School Name) student explores origins of philosophy and scholarship among Greece’s ancient ruins

City, Date: Full participant name, of school has recently participated in a one-of-a-kind study abroad program through Sigma Phi Epsilon Fraternity. The program, called the Tragos Quest to Greece, is a 10-day journey through Greece with fellow undergraduate members of Sigma Phi Epsilon, alumni mentors and university faculty. Last name, was selected as one of the top 16 undergraduate members in the country, from a pool of over 15,000. Sigma Phi Epsilon (SigEp) is the only national fraternity to offer a program like it. The Tragos Quest to Greece focuses on the ideals of Sound Mind and Sound Body, two of SigEp’s core practices. It epitomizes SigEp’s commitment to breaking stereotypes about Greek-letter organizations and carrying out its mission of building balanced men.

**[Here is the place to insert a paragraph about yourself. Include a few accomplishments that contributed to your selection into the Quest and a quote that captures what the Quest experience meant to you. It might sound like this:** Anderson said he was initially most excited about meeting such an accomplished group from his Fraternity. “What took me by surprise was how much I gained from the intense discussions, often surrounded by the ruins of ancient civilization. We all had these relevant ideas about how to live our lives *today*.” Anderson, a junior from Philadelphia, is majoring in mechanical engineering and maintains a 3.7 GPA. “I really appreciate the chance to spend some time on my own philosophy and purpose. That’s not exactly covered in my engineering courses,” he added.]

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Sigma Phi Epsilon is committed to advancing higher education through partnerships with its host institutions. The organization believes that constant pursuit of a Sound Mind and Sound Body will enable men to live their best lives.  SigEp’s network of local, regional and national alumni volunteers supports members through mentorship, leadership and stewardship to deliver a college experience that supports members for a lifetime.

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Tragos Quest to Greece

Press Release Pitching Tips

* Identify specific reporters at your campus and local newspaper to e-mail. At the local paper, contact the local news, travel or feature editor.
* Send them the press release you have customized.
* Practice a pitch with one of your brothers acting as the reporter.
* Create a single statement that captures how the trip impacted you.
* Share the key messages about the program:
  1. Only 16 participants among 15,000 across the nation
  2. An immersion experience designed to connect us with the ancient roots of our organization.
  3. Helps us understand deeply how that legacy has formed.
  4. Studying Greek philosophy is a means to clarify my own beliefs and goals.
  5. No substitute for experiences like examining the work of Aristotle in a place where he might have stood.
  6. No other fraternity offers a program like this. We have a phrase in SigEp that comes from the 1900’s. “This fraternity will be different.” This is one way we prove that. We also have a national GPA above 3.0 and we were one of the first fraternities to shift to a non-pledging model.
* Follow up with a phone call to the reporter.
* Make your pitch. Speak slowly, clearly and concisely.
* Listen for directions the reporter may want to take the story.
* Let me know if the reporter plans to do a story so we can track it.

Questions you should prepare an answer for:

* Why were you chosen?
* Who pays for the program?
* What did you gain from the experience?
* What was the most important thing you got out of it?
* Why do you think it is important for a Fraternity man to study values?