

Landry Bledsoe

News Values

This story displays timeliness allowing the readers to know about the event ahead of time. Proximity is shown by having the article's subject take place in the reader's town. Impact is seen for the readers to make plans to attend the event.

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With this news release, I would say I am at a three on confidence. I still do not feel confident in AP Style, but I have downloaded Grammarly so that will help with finding errors in my writing.

I used the links for the emergency management website and the Perkins Chamber of Commerce. Both of these websites could potentially be used by a reader of this article. Keywords like "Old Settler's Day", "Old Settler's Day parade", "Perkins" and "Perkins parade" would be easily found in this article. This article could be SEO-optimized using these keywords for readers looking for information on the Perkins Old Settler's Day parade.

The Perkins Journal <http://www.journalok.com/> could use this article as a story to go into the newspaper before the event happened. I could also have the Travel OK website <https://www.travelok.com/Perkins> put my article under the "festivals and events" tab.

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For Immediate Release

**Perkins annual Old Settler's Day parade is back**  
*101 years of community*

STILLWATER, Okla. – The Old Settler's Day parade is back in Perkins for its 101st year of town celebration. On Sept. 28 at 10 a.m. find a spot on Main Street to watch the parade. The Perkins Old Settler's Day parade consists of floats, vendors, live music, a pie-eating eating contest and much more entertainment. This year's theme for the Perkins parade is "Better Together" showcasing the town's community.

This year there are about 50 floats. The Perkins-Tryon High School senior float, Payne County Bank and Rhythm Alley Dance Studio are some of the crowd favorites. David Sasser, the owner and editor of the Perkins Journal, had hosted The Old Settler's Day parade for 20 years. He shares some of his favorite memories from throughout his time. "The parade was always my favorite. Toward the end, we had a wireless mic, which allowed me to go up to the people on the floats and speak with them as they drove by", said Sasser.

The Perkins Old Settler's Day parade is all about fun, but there are many rules put in for the community's safety. Main Street will be blocked off from 7 a.m. - 1 p.m. "We block off roads in town with barricades and the highways with fire trucks", said emergency management supervisor Eric Lovelace. After the incident in the Stillwater Homecoming parade, city management has taken extra precautions. "To keep the streets clear there will be police walking the parade path. We ask riders not to throw candy off the float in case children run out in the road to grab it, but float entrees can have designated people walking to hand out candy", said Lovelace. Updates on the parade can be found on the [Emergency Management](#) page.

This event holds a lot of history. This is the 101st year of the Old Settler's Day, but the parade only started in the 1960s. In the early years of this community event, it used to be multi-day and included a rodeo. The [Perkins Chamber of Commerce](#), which puts this event on, has realized that having a shorter event makes more people come out to participate. If people stay after the parade to explore and play games it will typically be a six-hour event.

Perkins is a small community with only 3,254 residents. There are only a handful of shops and restaurants, but people can see a difference in the community with people spending their money locally during the Perkins Old Settler's Day parade. "Whether it's eating at a local restaurant, shopping downtown or just buying gas this event helps our small community", said Sasser.

The Perkins Old Settler's Day parade is fun for all ages, and a chance to learn more about the community. There is something for everyone whether it be seeing different organizations on floats, visiting vendors and learning about local businesses or even meeting new friends. This event is a great way to get involved in the community for the first time or stay up-to-date on what is going on around town. The Perkins Old Settler's Day parade is an annual event that showcases how much spirit a small community can have.

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