Sample email

Dyalog Ltd recently announced the 9th annual International APL Problem Solving Competition.

APL is a high level language available both in free and commercial versions. For information on Dyalog Ltd's implementation of APL, see http://www.dyalog.com.

Dyalog Ltd invites students worldwide to put their programming and problem-solving skills to the test by using any APL system to develop solutions to ten questions and solve a series of problems. This is a contest for people who love a challenge and learning new things for fun, with the added bonus that you can win one of 18 cash prizes totalling $6,500, including a grand prize of $2,500 and a trip to Denmark to attend the annual Dyalog Ltd user meeting in September 2017. You have until 15 July 2017 to submit your entry. For the rules, eligibility criteria and to enter the competition, go to http://www.dyalogaplcompetition.com/.

Sample Facebook Post

Do you want to challenge your programming and problem-solving skills in a fun, brain-teasing competition? Then join the 9th annual International APL Problem Solving Competition and compete for cash prizes and a trip to attend the annual Dyalog Ltd user meeting in September 2017. You have until 15 July 2017 to submit your entry. See http://www.dyalogaplcompetition.com/ for more information.

Sample Tweet

Dyalog Ltd's 9th Annual APL Problem Solving Competition is now live http://www.dyalogaplcompetition.com/ @studentcomp #DyalogAPL

Sample Text for e-blasts, newsletters, etc.

APL Problem Solving Competition
Dyalog Ltd is challenging students across the globe to test their problem-solving and programming skills in the APL Problem Solving Competition. Anyone who is currently enrolled in full-time education is more than welcome to participate. Who knows? You could be one of the 18 lucky cash-prize winners!
http://www.dyalogaplcompetition.com/