Sample email

Dyalog Ltd recently announced the 12th annual 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 the annual Dyalog Ltd user meeting. You have until 31 July 2020 to submit your entry. For the rules, eligibility criteria and to enter, 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 12th annual APL Problem Solving Competition and compete for cash prizes and a trip to attend the annual Dyalog Ltd user meeting. You have until 31 July 2020 to submit your entry.
See http://www.dyalogaplcompetition.com/ for more information.

Sample Tweet

Challenge your programming and problem-solving skills – join the 12th annual APL Problem Solving Competition and compete for cash prizes and a trip to attend the next annual Dyalog Ltd user meeting. See http://www.dyalogaplcompetition.com/ for more info #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 welcome to participate. You could be one of the 18 lucky cash-prize winners!
http://www.dyalogaplcompetition.com/