

# SAMPLE MEDIA RELEASE FOR YOUR EVENT

*Tips for writing a media release:*

- Be brief.
- Include vital information about child abuse prevention (i.e. national trends; local significance; the impact on children, families and/or the community.)
- State your planned involvement or activity and the action you hope to generate. (To raise awareness, encourage participation, raise funds, support current programs.)
- Include a paragraph describing your organization or committee, its mission, history and contact information.

## Example

### Prevent Child Abuse Illinois: “Help Great Childhoods Happen this April!”

*State non-profit is encouraging people to get involved with child abuse prevention by taking part in activities like mentoring, advocating or donating on behalf of children*

**(Springfield, IL)** – This April, the leading organization dedicated to the primary prevention of child abuse and neglect has a message for all Americans: “you’re doing great things for children, keep it up!” April is Child Abuse Prevention Month and Prevent Child Abuse Illinois is spreading the message that everyone can help great childhoods happen in their community. Research suggests that many people are already playing a role in preventing child abuse and creating great childhoods in their communities, they just don’t realize it. A study commissioned by Prevent Child Abuse America shows that only 27% of Americans report that they are engaged in prevention. Each of us has the ability to help children and families in our neighborhoods. Did you know that when you mentor a child or parent, advocate for policies that support the next generation, or donate time or money to local child-serving organizations, you are actually helping to prevent child abuse and neglect? Its true! Join us in spreading the word that everyone has a role to play in preventing child abuse and together we can help great childhoods happen!

Insert your local information here, for example

Child welfare advocates from public and private agencies are joining together for a press conference and awards ceremony on April 6, 2018 at 10:00 a.m. at the Illinois State Building in Springfield in observance of National Child Abuse Prevention Month. Speakers at the press conference include representatives from the Governor’s office, the Illinois Department of Children and Family Services, and Prevent Child Abuse Illinois. Entertainment will be provided by Children’s House Daycare. After the press conference, guests are invited to a brief reception. The lawn surrounding the building will be decorated with Blue Ribbons and Pinwheels. Both Blue Ribbons and Pinwheels are nationally recognized symbols of child abuse prevention. The Blue Ribbon serves as a reminder of the hidden bruises and scars of abused children. The Pinwheel symbolizes hope and the promise that every child deserves to be raised in a healthy, safe and nurturing environment.