



**Use this template to notify local media and press about your cause!**

**FOR IMMEDIATE RELEASE**

[Today's date]

**Contact:**

[Your name]

[Phone # or email]

[Affiliation/organization]

[Social media handle or website]

**HEADLINE:** Clear, Bold, & Specific (e.g., Local Students Host Walkout Demanding Mental Health Resources in Schools)

[Your organization] is organizing [describe the event or campaign] to [state your purpose, goal, or message]. The action will take place on [date] at [location] and is open to [the public, students, community, etc.].

“[Give a quote from a youth organizer or team member as to why you’re doing this],” said [Name and role]. (Tip: make the quote personal or passionate! This is your chance to bring the issue to life in a public way).

**Details:**

**What:** [What is the event?]

**When:** [Date of event]

**Where:** [Location of the event]

**Who:** [Name of your organization, partners, affiliation] – advertise any notable speakers or attendees.

**Why:** [Brief explanation of the issue you are addressing and why it should matter to anyone else]

This event is part of a broader effort by young people across [the city, state, nation, etc.] to [restate cause/purpose].

Media is welcome to attend. Interviews with student leaders and photo opportunities will be available on site.

For more information or to arrange an interview, contact [name of contact] at [email, phone #, etc.].

**About [Group name]:**

Provide brief, 1-2 sentence description of your organization and mission.