



## HOW TO WRITE A PRESS RELEASE

### WORLD DAY OF PRAYER AND ACTION FOR CHILDREN

A press release is a short communication about an event or opinion that is sent to the members of the media. Press releases can be mailed, faxed or emailed to editors at newspapers, magazines, radio stations, television stations and/ or television networks. Your group can use press releases to publicize your World Day ceremonies and actions in your community.

Before you get started, here are a few simple guidelines to follow:

1. **Start with a bang!** Give all the most important information in the first paragraph. Get everyone interested enough in your event to read the rest of the news release.
2. **Be simple and concise.** Use simple words. Get your point across quickly and clearly. Write in the third person point of view.
3. **Be precise.** Check carefully for accuracy - double check names, dates, times, addresses and telephone numbers.
4. **Give opinions a voice.** Use quotes instead of just making statements. For example, instead of saying "This event is a lot of fun", say "Jane Smith, who has attended the last 4 years says 'This event is so much fun! My kids just love it!'" (Naturally, make sure the quote is real.)

And before you send out your release, check that all the information is there!

**WHO...** Tell which organizations are involved. When quoting people, give their full name and position.

**WHAT...** Be sure to say exactly what's going on - what exact activities are taking place?

**WHEN...** Give the full date and time and don't forget to specify if it's a.m. or p.m.!

**WHERE...** Give the exact location of your event - you may also wish to include directions or information such as where to park. You should also include the name of the city, town, etc.

**WHY...** Why is this worth reading about? Why is the event happening? Why is the event so special that people will want to attend?

**WHO CARES...** Explain what impact this event has on your community.

**CONTACT...** Include a contact name and telephone number - and double check to make sure it's right!

**CONCLUSION:** At the conclusion of the release you can provide information on your organization's overall mission statement. Example shown in the sample press release.

Reference: *How to Write a Press Release, Amnesty International Canada*  
[http://www.amnesty.ca/youth/youth\\_action\\_toolkit/how\\_to\\_write\\_press\\_release.php](http://www.amnesty.ca/youth/youth_action_toolkit/how_to_write_press_release.php)

*Writing a Press Release, Advocates for Youth*  
[http://www.advocatesforyouth.org/index.php?option=com\\_content&task=view&id=251&Itemid=70](http://www.advocatesforyouth.org/index.php?option=com_content&task=view&id=251&Itemid=70)



(Template: Local press release writers to fill in the blanks)

## FOR IMMEDIATE RELEASE

Contact: (Name of your news contact person)

Name of your Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

### **(NAME OF YOUR ORGANIZATION HERE) EVENT BRINGS (RELIGIOUS AND SECULAR) GROUPS TOGETHER TO END VIOLENCE AGAINST CHILDREN**

#### **(Name of your organization here) Participating in World Day of Prayer and Action for Children**

*(Your location; day/month/year of this press release) – (Name of your organization) invites you to (“name of your event”) to be held (date/s of your event) at (place where it will be held). This event will bring (who?) together to (what?). It will be (describe unique aspects of your event; is this the first time? Will it gather people who never worked together before? Are children taking part in creative ways?).*

This event organized by *(Name of organization)* is part of the global movement to end violence against children. The World Day of Prayer and Action for Children, celebrated annually on 20 November, is an opportunity for all sectors of society to work together to en violence against children. This year, hundreds of religious and civic leaders are mobilizing religious services and public celebrations to coincide with Universal Children’s Day on 20 November. Then they will follow up with programs to help community children.

This partnership is unique in two ways: (1) religious leaders, governments, not-for-profits, grassroots organizations and concerned people will be working together; and (2) every event will launch an action component to protect children from violence.

Stopping violence against children is the principal theme for the World Day.

“We cannot make sustained progress for children in a world of violence,” says Kul Gautam, convening chair of the World Day and former assistant secretary-general of the United Nations, “We need to plant seeds for a non-violent world, starting with children.” The World Day highlights three proven child protection strategies:



- Protecting children through universal birth registration,
- Promoting positive parenting and non-violent discipline, and
- Ending child marriage

*(Quote from your own top leader here, if you'd like)*

Since 2008, the World Day has brought together secular and religious organizations working on behalf of children. The World Day of Prayer and Action for Children was established in 2008 by Arigatou International, an international faith-based NGO. Participation in the World Day has grown dramatically.

In 2011, more than 200,000 people in 72 countries participated in the World Day of Prayer and Action for Children. The World Day mobilized some 1,400 organizations, including almost 400 faith-based organizations and religious institutions.

Five billion people in the world are affiliated with a religious group. Working together, governments, secular and faith-based organizations can have a greater impact on child protection than organizations alone. Religious communities can be powerful allies in protecting the most vulnerable children.

The World Day of Prayer and Action for Children relies on local partners to mobilize common action to end violence against children. You can support the World Day of Prayer and Action for Children by participating in an event, connecting with other people and organizations, promoting the World Day, and learning more about ways to end violence against children. Contact *(your organization)* or visit the WDPAC website ([prayerandactionforchildren.org](http://prayerandactionforchildren.org)) to get involved and for more information.

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The World Day of Prayer and Action for Children ([prayerandactionforchildren.org](http://prayerandactionforchildren.org)), celebrated annually on November 20, is an opportunity for all sectors of society – governments, intergovernmental organizations, non-governmental organizations and religious groups – to work together to end violence against children.

(The rainbow of the logo symbolizes the diversity of the human family and the universal hope that all children will one day grow to their full potential in a peaceful world. The child painting the rainbow represents the inspired work of people of goodwill everywhere.)

For further information, please contact *(name of you contact person, phone number, email)*