



PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

Media Contact:

[INSERT NAME]

[INSERT PHONE]

[INSERT E-MAIL]

**HEADLINE SHOULD SUMMARIZE THE MOST NEWSWORTHY
INFORMATION AND FOCUS ON THE MOST INTERESTING STORY ANGLE**
[HEADLINE SHOULD NOT EXCEED TWO LINES]

*The sub-head is optional and should stress a news angle not captured by the headline,
such as a local market call to action.*

[Sub-head should not exceed two lines.]

[THE OPENER] CITY, STATE (Month Day, Year) – The lead of the release should grab attention as well as capture the news, answering the most vital of the who, what, where, when, why and how questions. Try to avoid leads of more than three sentences.

[THE MEAT/THE BODY] Include all key information and elaborate throughout this section of the release. Also, use a quote within the first two paragraphs. Quotes should humanize the news – offering memorable, personal comments and an angle not repeated elsewhere. Make sure the person you are quoting/writing the quote for is relevant to the news – e.g. Room to Read spokesperson, local chapter leaders, relevant subject matter expert, etc. Always be sure the person being quoted has approved the quote.

[THE SUMMARY] This is your opportunity to reinforce information about the announcement or event you are publicizing. You can discuss Room to Read’s work on the global level, its dedication to serving communities in need or include an additional quote. *Note: Additional quotes in a release should provide new voices and angles. Overusing quotes dilutes their power.

[INSERT CURRENT ROOM TO READ BOILERPLATE]

BOILERPLATE:

A boilerplate is usually found at the end of a press release, and briefly describes the company or organization related above. The short paragraph concisely explains the company or organization. The same boilerplate is usually used on every press release the company issues.

For the [most current boilerplate, please refer to the Room to Read website’s Press Kit section.](#)

About Room to Read

Room to Read is a global organization transforming the lives of millions of children in low-income countries by focusing on literacy and gender equality in education. Founded in 2000 on the belief that World Change Starts with Educated Children®, our innovative model focuses on deep, systemic transformation within schools in low-income countries during two time periods that are most critical in a child's schooling: early primary school for literacy acquisition and secondary school for girls' education. We work in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and ensure girls can complete secondary school with the skills necessary to negotiate key life decisions. Room to Read has benefitted more than 20 million children across 20 countries and over 40,700 communities and aims to reach 40 million children by 2025. Learn more at www.roomtoread.org.

About Room to Read XX Chapter

Room to Read's chapter network is made up of 50+ groups of passionate and committed individuals who collectively represent Room to Read's global volunteer network and lead local outreach, fundraising and activism in their communities.

Each chapter comes together to make a profound impact on our ability to create world change, bringing Room to Read to their communities and raising the critical funds we need to make education a reality for millions of children. Room to Read's XX Chapter was officially launched in 20XX and to date has raised \$XX.00 toward Room to Read's goal of reaching 40 million children by 2025.

PRESS RELEASE EXAMPLE



FOR IMMEDIATE RELEASE

Media Contact:

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Room to Read Recognized by Library of Congress with David M. Rubenstein Special Response Award

San Francisco – September 10, 2020 – Room to Read, a global organization transforming the lives of millions of children through education, is one of three recipients of the 2020 David M. Rubenstein Special Response Award of the Library of Congress Literacy Awards Program, it was announced today by Carla Hayden, Librarian of Congress. Room to Read will receive a \$50,000 prize and is recognized as a model for other organizations for its responsiveness and outstanding work addressing challenges presented by the COVID-19 pandemic and recent social unrest.

“As a learning organization, Room to Read is proud of our ability to pivot nimbly in response to COVID-19 and deliver our education programs in new and effective ways, both online and offline,” said Room to Read CEO Dr. Geetha Murali. “We are honored to accept this prestigious recognition on behalf of the millions of students in vulnerable communities who have stayed committed to their learning during COVID-19 school closures and social unrest.”

Room to Read has met the needs of children and their families by quickly adapting its programs in literacy and girls’ education for remote learning. The organization utilized both online and offline methods — cognizant of the deep digital divide that exists in low-income communities — harnessing community radio, television, text messaging and mobile phone apps, video chats, interactive voice response (IVR), digitizing high-quality and culturally diverse storybooks appropriate for an international audience, video read-alouds, government-run distance learning platforms, and virtual training sessions for teachers and children’s book creators. By establishing a set of 24 indicators, Room to Read has been able to track implementation and assess the impact of its pivot activities resulting from COVID-19 school closures.

Room to Read also recently launched its first U.S.-based project earlier this year, the Hands-on-Books program, in partnership with Kappa Alpha Psi, the second oldest Black Greek Letter Fraternity. Hands-on-Books strategically combines Room to Read's unique expertise and experience in diverse children's literature with Kappa Alpha Psi's connections to public schools across the country, giving children access to books that strengthen their Black identity as well as Black role models and mentors in the form of Kappa volunteers.

“Literacy powers the pursuit of learning, knowledge and opportunity around the world, and now we are challenged to find new ways to teach and learn due to the COVID-19 pandemic,” said Librarian of Congress Carla Hayden. “The Library of Congress is proud to work with David Rubenstein in honoring the innovative achievements of these organizations in advancing reading in the United States and worldwide.”

The Literacy Awards, originated by David M. Rubenstein in 2013, honor organizations doing exemplary, innovative and replicable work and spotlight the great efforts underway to promote literacy and respond to the needs of our time. The Library of Congress is the world's largest library, offering access to the creative record of the United States — and extensive materials from around the world — both on-site and online. Room to Read received the David M. Rubenstein Prize in 2014 for its measurable contribution to increasing literacy levels and commitment to the advancement of literacy worldwide.

About Room to Read

Founded in 2000 on the belief that World Change Starts with Educated Children®, Room to Read is creating a world free from illiteracy and gender inequality. We are achieving this goal by helping children in low-income communities develop literacy skills and a habit of reading, and by supporting girls to build skills to succeed in school and negotiate key life decisions. We collaborate with governments and other partner organizations to deliver positive outcomes for children at scale. Room to Read has benefitted more than 18 million children across 16 countries and 39,000 communities and aims to reach 40 million children by 2025. Learn more at www.roomtoread.org.

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WHEN TO DO A PRESS RELEASE:

- ☑ A press release is written for newsworthy announcements – e.g. community events, executive announcements, new research, awards, partnerships, etc.

- ☑ The following is a roadmap of when to send out a press release:
 - **Newspapers:** Business and general assignment reporters often turn around stories within 24 to 48 hours. Thus, the press release can be sent to them within that time frame. However, feature/beat reporters may be working on stories weeks in advance. Releases about special events should be sent up to four weeks in advance so that the reporter has ample time to research and write the story.

 - **Magazines:** Monthly publications close editorial content three to six months in advance of the issue date, so be aware of each publication's editorial calendar when sending out a press release. For example, it is not unusual for editors to decide on story content for a December issue as early as July.

 - **Radio/Television:** Radio and television stations may cover your news 'same day,' so be prepared to have a representative on their programs when you send out a news item. You can also send your information approximately one week in advance. Always follow up with the assignment desk, planning editor and/or producer to ensure information was received and is being considered. *Note: Typically every morning, producers and planning editors are in a planning meeting until 10:00 a.m. For follow up, it is best to call around 8:00 a.m. and/or at 10:15 a.m. (following the meeting).