

Child Abuse Prevention Month 2015 Materials

Sample Press Releases for Child Abuse Prevention Month 2015

Tips: Press releases are written in a journalistic style that heavily emphasizes the “Who, What, When, Where and Why” style of information-sharing. These are often written in an “inverted pyramid” style with the most important information at top and in decreasing order of importance from there so that if a media outlet prints your press release as a news story (which happens) but can only run a portion, you have conveyed the most important information.

Press Release Sample 1 – New Logo Roll-out

PRESS RELEASE FOR IMMEDIATE RELEASE

CONTACT: YOUR MEDIA CONTACT HERE
(W): YOUR DIRECT WORK NUMBER
(C): YOUR CELL PHONE NUMBER

PREVENT CHILD ABUSE STATE SIGNALS NEW DIRECTION WITH LAUNCH OF NEW LOGO

New Pinwheel logo represents the great childhoods all children deserve

CITY, STATE – Prevent Child Abuse STATE has unveiled its new logo today featuring a pinwheel, representing Prevent Child Abuse STATE’s vision that all children deserve the chance to have a great childhood and a healthy, productive future. This local logo change is a collaborative effort that coincides with the same change being taken by Prevent Child Abuse America and each of the organization’s 49 other state chapters, and is taking place during April’s Child Abuse Prevention Month. The official introduction will occur at Prevent Child Abuse STATE’s (ONE SENTENCE ABOUT EVENT HERE).

The new pinwheel logo is derived from the successful national Pinwheels for Prevention® campaign, launched in April 2008, to introduce the pinwheel as the new symbol for child abuse prevention.

“This new logo is another step toward reminding us that all children deserve the chance to have happy and healthy childhoods and that there are things that everyone can do every day to help make that a reality,” said Prevent Child Abuse State Executive Director Name. “I know that the prevention of child abuse and neglect is possible, and I am confident that if individuals come together as a community to work toward the prevention of abuse, we can achieve our vision of great futures for all children in STATE.”

Prevent Child Abuse STATE accomplishes this vision by LIST SOME OF YOUR PREVENTION STRATEGIES HERE.

“As we continue our work to make an impact on the lives of children and families, we hope that others grow to recognize and celebrate the pinwheel in the same way that we do today,” said Jim Hmurovich, President and CEO of Prevent Child Abuse America. “At the same time, it is important to remember, while the pinwheel symbolizes the great childhoods we want for all children, it cannot move by itself. We need people to be the force that moves the pinwheel to bring about real change for children in the United States.”

(Always include the three # signs, they signal to the journalist the end of your piece)

ABOUT PREVENT CHILD ABUSE STATE

Insert your own descriptive boilerplate here like the example below

ABOUT PREVENT CHILD ABUSE AMERICA

Prevent Child Abuse America, founded in 1972 in Chicago, works to ensure the healthy development of children nationwide. The organization promotes that vision through a network of chapters in 50 states and more than 600 sites in 39 states, the District of Columbia, American Samoa, Guam, the Northern Commonwealth of the Marianas, Puerto Rico, U.S. Virgin Islands and Canada. A major organizational focus is to advocate for the existence of a national policy framework and strategy for children and families while promoting evidence-based practices that prevent abuse and neglect from ever occurring. To learn more about what we’re doing to prevent child abuse and neglect and how you can help, please visit www.preventchildabuse.org or www.healthyfamiliesamerica.org.

Press Release Sample 2 – Pinwheel Event

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

CONTACT: YOUR MEDIA CONTACT HERE
(W): YOUR DIRECT WORK NUMBER
(C): YOUR CELL PHONE NUMBER

**PREVENT CHILD ABUSE STATE HOLDS PINWHEELS FOR PREVENTION®
EVENT AT LOCATION**

***Event designed to inspire the public to take action in support of
children and families during Child Abuse Prevention Month***

CITY, STATE – Prevent Child Abuse STATE will be at LOCATION on DATE to promote the idea that when all children have the great childhoods they deserve, the citizens of STATE will have the prosperous future they deserve. We can achieve this when the public to plays an active role in the lives of children and their families and there is no better time to remind people of this than during April’s Child Abuse Prevention Month. To mark the month, Prevent Child Abuse STATE plans to LIST ACTIVITIES.

“At Prevent Child Abuse STATE, we know that we can make a positive impact on the future by preventing child abuse and neglect today,” said Prevent Child Abuse State Executive Director Name. “The best way to increase that impact is by involving the public in our work, and that’s why we’re out here today.”

Prevent Child Abuse STATE is focused on the reduction of ACEs, which include incidences of child abuse and neglect. According to research distributed by the organization AcesTooHigh.org, at least one in four adults have experienced one ACE during their childhood, and one in eight have experienced more than four. Research shows that those who experienced four or more ACEs during their life have an increased risk of diseases like COPD (risk increased by 390%) or depression (risk increased by 460%), and are 12 times more likely to attempt suicide. Through its prevention work and strategies, Prevent Child Abuse STATE is working to reduce incidences of ACEs and to create a more productive and prosperous future for all.

Prevent Child Abuse STATE accomplishes this vision by LIST SOME OF YOUR PREVENTION STRATEGIES HERE. During Child Abuse Prevention Month, Prevent Child Abuse STATE encourages the public to visit CHAPTER URL to learn the roles they can play in helping to ensure healthy starts for the children of State.

“We need your involvement to ensure our communities are equipped to help children and families thrive,” said Last Name. “Join us and learn how we plan to do that.”

Today’s event at LOCATION is part of the nationwide Pinwheels for Prevention® campaign that has seen more than 4 million pinwheels distributed nationwide since 2008. Pinwheels are the new national symbol of child abuse prevention, and just this April Prevent Child Abuse STATE changed its logo to include the pinwheel imagery.

“We’re pleased with all of the work that Prevent Child Abuse STATE has done to engage people in taking action in support of children and families in STATE,” said Jim Hmurovich, President & CEO of Prevent Child Abuse America. “Events like the ones being conducted throughout STATE will serve as a reminder of the children on whose behalf we are acting in STATE and across the country.”

According to Last Name, “Pinwheels are a reminder of the happy, healthy childhood that all children deserve, and represent our vision that great childhoods lead to great futures.”

(Always include the three # signs, they signal to the journalist the end of your piece)

ABOUT PREVENT CHILD ABUSE STATE

Insert your own descriptive boilerplate here like the example below

ABOUT PREVENT CHILD ABUSE AMERICA

Prevent Child Abuse America, founded in 1972 in Chicago, works to ensure the healthy development of children nationwide. The organization promotes that vision through a network of chapters in 50 states and nearly 600 sites in 39 states, the District of Columbia, American Samoa, Guam, the Northern Commonwealth of the Marianas, Puerto Rico, U.S. Virgin Islands and Canada. A major organizational focus is to advocate for the existence of a national policy framework and strategy for children and families while promoting evidence-based practices that prevent abuse and neglect from ever occurring. To learn more about what we’re doing to prevent child abuse and neglect and how you can help, please visit www.preventchildabuse.org or www.healthyfamiliesamerica.org.