

This is a press release (media release, news release) that is an announcement written to inform media of an item of interest to your community or the public such as a special event, public policy change, new initiative, interesting addition, etc. A press release is pseudo-news story, **written in third person**, that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product.

YOUR LETTERHEAD or logo



FOR IMMEDIATE RELEASE:

Contact:
Contact Person
Company Name
Telephone Number
Fax Number
Email Address
Web site

XYZ INITIATIVE RECOGNIZED

BY SEARCH INSTITUTE’S HEALTHY COMMUNITIES • HEALTHY YOUTH

XYZ Creates Positive Community Change for Youth by building Developmental Assets

(CITY, STATE- Month, Date, Year) – Opening Paragraph- should include who, what, where, when, why.

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Body of text- should include any relevant information about your initiative or organization including benefits, why you are unique, etc. jdk;fjdion jkav;ndiowafhdios;jvncklsn jkahfdiosafndvkl; a iosdahnvjdjksanvjkl;asjiocvdsahvjkasn;v jla;sdnioucvdhsauigvnsdka ndiosavhjiaskn vjkdasn sanvjidasnvjkanklh.

Optional quote from program leader, participant, or community leader can be used. Community leaders continue to show support for the XYZ program. “I am so glad that our kids are getting more community support”, stated Jane Jones, Communications Manager for the city of Springfield. She continued, “The XYZ program has so many benefits to both young people and adults in the community.”

Insert paragraph about what the KEYS initiative is doing- program framework, key activities, any results etc. You can also include a quote from the director of the program or a volunteer or someone who has benefitted from the program “The KEYS initiative has made big impact in Dekalb County...blah blah blah”. Stated Joe Schmo, Director of the blah blah blah.

Healthy Communities • Healthy Youth® (HC • HY) is a national initiative launched by Search Institute® to equip and support communities around the world in building Developmental Assets® in young people. The Developmental Assets are 40 common sense, positive experiences and qualities that help influence choices young people make and help them become caring, responsible adults. Because of its basis in youth development, resiliency, and prevention research and its proven effectiveness, the Developmental Assets framework has become the single most widely used approach to positive youth development in the United States. www.search-institute.org

XYZ Orgnaization boilerplate paragraph jkdslajfsiovnkdjgnrghfidozvnfd;nreioghfdiovn cdjvnfdioghionvfdln uodhviof nfdjdfhuofhavdlk;znvifodugerioagdkl;jvfiodhvfjdjbnfdsl;bjidoghfnadnv vofdhiovfahnnvdfkl;nofkdionbadf;nb iod;bhai. For more information, go to www.xyorganization.org or contact Jenny Smith at 555-555-5555 or jsmith@hotmail.com

