

## Send a Press Release

[Download Sample Press Release \(Word Doc\)](#)

### Send it to the right person

Reach out to local publications, local radio and TV stations and get the name, address and phone number of the editor or person at the news desk that would be interested in your press release. Generally, this would be the "metro" or "local events" editor, but titles vary. They will feature events and help drive bodies to your event.

### Capture their interest

Include the important facts about the event in a brief, yet interesting way. Use names of people and businesses that the editors and the readers would recognize. Make sure to announce local events such as proclamation signings, parades, dinners, etc. Localize your information as much as possible.

### Capitalize on other child care events

Watch for information about the [Week of the Young Child](#) and [Stand for Children](#). Try to piggyback on these events with news of your local endeavors.

### Connect with the child care advocates who will help spread the word

Invite an advocate to submit an op ed about key issues to the editorial page editors. Invite speakers who are willing to be interviewed by the media, and inform the media.

### Include Pictures

Offer to send pictures or invite media photographers to visit family child care homes, centers or a local related event. Don't be shy about creating an event just for this purpose.