

Sample Press Release

Promoting Local PAMI Activities

It is so important to let parents and families know how you are celebrating Parenting Awareness Month Indiana, 2010, in your community. The following format is a guide to help you inform local media about your parenting events, activities, and resources. Remember to use organization letterhead, if available. Take to local newspapers, radio, and TV stations. List a contact who is a reliable spokesperson and available. Make follow-up telephone calls.

YOU CAN USE THE SAMPLE FORMAT BELOW:

For Immediate Release

(CURRENT DATE)

Contact: **(NAME)**

(AREA CODE/PHONE #)

(NAME OF YOUR ORGANIZATION) Celebrates Parenting Awareness Month Indiana in **(CITY OR TOWN)!**

(YOUR CITY or TOWN), MI. March 2010 is Parenting Awareness Month Indiana. As part of this state-wide effort, **(NAME OF YOUR ORGANIZATION)** will be joining hundreds of parenting groups from across Michigan to celebrate Parenting Awareness Month Indiana in **(YOUR CITY or TOWN).**

The **(YOUR CITY or TOWN)** community plans to celebrate Parenting Awareness Month Indiana 2010 with **(LIST OF EVENTS)** or **(NAME OF EVENT)**. See the attached.

Instructions for an attachment: If complete information about your event(s) will not fit this page, provide an attachment. This could be an event, flyer, or a bulleted list of activities. List events or activities; include the date/time/place; include any unique points of interest to your community.

Parenting Awareness Month Indiana celebrates the people who raise our children, and seeks to:

- Draw public attention to the critical importance of effective parenting to raise children who grow up to be healthy, caring, contributing citizens across the lifespan.
- Raise awareness that informed and effective parenting prevents social and behavioral problems in children that lead to unhealthy life choices, teen pregnancy, crime, substance abuse, STDs, school dropout, neighborhood deterioration, child abuse and neglect, runaways, suicide, obesity, etc.
- Promote education and resources for developing parenting skills throughout the year.
- Encourage and assist in the development of parent networks throughout Indiana.
- Promote local parenting events in April.

Groups, individuals, and organizations are encouraged to participate in the Parenting Awareness Month celebration in **(CITY or TOWN)**. For more information on how to be part of this parenting celebration, call **(NAME)** from **(ORGANIZATION)** at **(AREA CODE/PHONE NUMBER)**.

For information about Parenting Awareness Month Indiana and The Responsible Parenting Campaign to Enrich the Life of Children, Families, Communities, call:
219-714-2772 today or visit us online www.indianaparentinginstitute.org.