



Sample Press Release

How to send out a press release

1. **Make a list of local news outlets:** think print, online, and television. This will usually be 2-3 newspapers, 3-4 television stations, and maybe a handful of online outlets
2. **Research their news desk addresses:** Google the outlets and find the email addresses for their “Newsroom” or “News Desk”. This is usually on their “Contact Us” page at the bottom of the website.
3. **Email the press release:** send it to each outlet separately, and include the content in the body of the email as well as in an attached Word document.
4. **Timing is everything:** email the press release twice: a few days before the event and again the morning of the event. This will put it in front of the editor’s eyes twice and will give the outlets time to make space for it before sending it to the printers.

Sample Press Release: Evangelicals Gather to Pray for Climate Revival

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

[YOUR NAME]

[YOUR EMAIL ADDRESS]

[YOUR PHONE NUMBER]

SEPTEMBER 1, 2018 | [YOUR CITY]—Evangelicals gathered today at [NAME OF LOCATION IN CITY] to pray for climate change, specifically for those affected by the impacts of climate change and for political leaders to enact climate change policy.

The event was part of a national Day of Prayer for Climate Action hosted by Young Evangelicals for Climate Action, a national network of young Christians advocating for more climate-friendly policies on campuses, in churches, and in Congress. The day was planned to coincide with the global Day of Prayer for the Care of Creation that is recognized on September 1st by the Catholic and Orthodox church, as well as by various Protestant denominations around the world.

“The Day of Prayer for Climate Action is an opportunity for many in our evangelical communities to see, some for the first time, what it looks like for prayerful, Bible-believing Christians to take climate change seriously,” said Kyle Meyaard-Schaap, national organizer and spokesperson for Young Evangelicals for Climate Action. “It’s a chance for us to lift our work up in prayer, and to then let that prayer lift us up off our knees, back onto our feet, and out into the world for the sake of the world.”

Local organizers offered similar reasons for hosting the [YOUR CITY] event. “[INSERT YOUR QUOTE HERE. 2-3 SENTENCES MAX].

The event today in [YOUR CITY] was mirrored today in dozens of cities across the country, including the flagship event in Houston, TX to mark the one-year anniversary of Hurricane Harvey.

Young Evangelicals for Climate Action is a national group of young evangelical Christians who are coming together and taking action to overcome the climate crisis as an expression of their Christian discipleship and witness.

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