

Insert your organization’s logo here

**For Immediate Release**

**[**Date Here] *Recommend release any time between now and the end of January 2016.*

**[Name of Organization] Designated as Global Youth Service Day Lead Agency to Organize Large-Scale Youth Leadership Campaign in [LOCALE] for GYSD 2016**

**[CITY, STATE/PROVINCE]** **—** [NAME of ORGANIZATION] will serve as a 2015 Global Youth Service Day Lead Agency, mobilizing [LOCALE’s] young people to lead volunteer service projects that help meet community needs. The organization is a key leader of [Global Youth Service Day](http://www.gysd.org), an international event on April 15-17, 2016 that celebrates the power of young people.

With grant funding from State Farm along with training and support from YSA (Youth Service America), [NAME OF ORGANIZATION] will lead high-impact, high-visibility service activities and celebration events for Global Youth Service Day (GYSD). As the official organizer of GYSD in their region, GYSD Lead Agencies are a vital part of YSA’s work to create a culture where all young people have the opportunities and the support they need to find their voice, take action, and make an impact on vital community issues.

[DESCRIBE INTENDED PROJECTS OR APPROACH TO GYSD HERE IN 2-4 PRECISE SENTENCES. EMPHASIZE YOUR GOALS AND THE ROLE THAT YOUTH PLAY IN YOUR COMMUNITY. *Example: [NAME of ORGANIZATION] will engage at least [###] youth volunteers, and partner with [##] other community-based organizations and schools, including [insert coalition members]. Guided by their young people, [NAME OF ORGANIZATION] and its coalition partners will organize large-scale community events, celebrations and community service projects on Global Youth Service Day.]*

Now in its 28th year, Global Youth Service Day is the largest and longest-running youth service event in the world, and the only event dedicated to celebrating the contributions that young people make to their communities year-round.

“We are thrilled to partner with [NAME of ORGANIZATION] and the thousands of young people in [CITY/REGION/STATE] who will serve and celebrate on Global Youth Service Day,” said Steven A. Culbertson, President and CEO of YSA. “We know that young people are uniquely suited to help solve problems, if given the opportunity. They are wired for novelty (learning new things and creating new solutions), risk (trying things adults might not), and peer authority (kids listen to other kids more than they do to adults). Today’s social and environmental problems are immense; we need youth in [CITY/REGION/STATE] to be leaders and problem solvers today, not just the leaders of a distant tomorrow.”

[Optional: INSERT QUOTE FROM ORGANIZATION LEADER. STRONG QUOTES ARE SHORT AND ADD AN OPINION OR IDEA.]

###

*State Farm® is the U.S. Presenting Sponsor of YSA’s Global Youth Service Day campaign, and the Program Sponsor of the Global Youth Service Day Lead Agency grants.*

***[Your organization’s boilerplate description]***

**YSA (Youth Service America)** helps young people find their voice, take action, and make an impact on vital community issues. Through international campaigns such as Global Youth Service Day and Semester of Service; funding and grants programs; resources and training opportunities; and recognition programs, YSA helps build a global culture of engaged children and youth committed to a lifetime of meaningful service, learning, and leadership. For more information, visit [www.YSA.org](http://www.YSA.org).

As a campaign of YSA and the largest service event in the world, Global Youth Service Day (GYSD) celebrates and mobilizes the millions of children and youth who improve their communities each day of the year through service. GYSD 2015 will be held April 15-17 in more than 100 countries on six continents. For more information, visit [www.YSA.org](http://www.YSA.org) and [www.GYSD.org](http://www.GYSD.org).

**Media Information**

*[Your organization’s media contact, title]*

*Organization*

*Phone, Email*

*Social media links]*

**Michael Cuttler, Partnerships Manager**

YSA (Youth Service America) | Global Youth Service Day

202-650-5059 mcuttler@ysa.org

**Follow** @YouthService | **Like** at [www.facebook.com/youthserviceamerica](http://www.facebook.com/youthserviceamerica)

***How to use this template:*** This template is intended to help you and your organization spread the good news about your selection as a Global Youth Service Day Lead Agency, recognize your GYSD Partner Coalition, and raise the visibility of your Global Youth Service Day plans. Please use this template as a guide, and feel free to amend as necessary, remembering to include the GYSD brand and mentions of YSA and State Farm, as required in your MOU. If you have questions about this template, pleasecontactYSA.