



MOTHERS OUT FRONT

MOBILIZING FOR A LIVABLE CLIMATE

This is a sample release for you to use to help create your own to inform the press about your back to school activities.

For immediate release:
[DATE]

Contact: *[provide a contact who will be available to help a reporter.]*
Name/ Email/ Phone

MOTHERS OUT FRONT PLEDGES TO TAKE ACTION FOR A BOLD, IMMEDIATE SOLUTION TO ADDRESS CLIMATE CRISIS *[always start with Mothers Out Front in your title]*

CITY- DATE - Mothers Out Front participated in [describe action] at the [location] today. Mothers called for all adults and leaders to step up and claim responsibility for the climate crisis. *[The first paragraph should lead with the basic information. Who was at the event? Where was it? What happened?]*

[Quote from a member of your team. It should include the name and community. The quote should reflect why this event is important.]

“Children entering kindergarten this fall will graduate high school in 2032. They will not make it to their senior year before the consequences of climate change begin to take hold,” said [member of group] from [name of community]. “We have until 2030 to cut carbon emissions by half. As a mother, I feel an urgent need to lead the way forward to a clean energy economy and a livable climate.”

[Add any supporting paragraphs about your specific campaign]

Mothers Out Front brings mothers together to share their stories, discover shared values, train as organizers, take action, and lead campaigns at the local and statewide levels. We are a national movement of mothers, grandmothers, and caregivers dedicated to convincing elected officials and business leaders to work for a swift, complete, and just transition away from fossil fuels to clean and renewable energy.

[Photos attached]

###