

FOR IMMEDIATE RELEASE

INSERT AGENCY LOGO

Contact:
XXXXX
XXXXX@XXXXX.org
XXX.XXX.XXXX

INSERT headline that is related to both your event and current issue

YOUR CITY, Calif. (**Date of release**) — The lead paragraph includes the who, what, when, where and how of the story. *Who* includes your agency and any guest speakers at your SAAM event(s). *What* is the type of event (Denim Day, Walk A Mile, Clothesline, etc.). *What* can also include what your event has to do with a specific funding initiative (pole tax) or a statewide/community issue. *When* includes the date and time of your event. *Where* should indicate the location. And *how* explains how this is relevant to the community (Are rates of sexual assault increasing? Is more funding support necessary to do prevention activities?). If the reporter were only to read the lead of the release, they would have everything needed to start the story.

The second paragraph supports the overview you provided in the first paragraph. You can provide more detail about the *how* — how is your SAAM event relevant to current issues for rape crisis centers in the state of California? You can provide statistics about: the number of survivors that your agency served in the last year; how many survivors there are in the state; and how much funding the state allocates to sexual assault services.

The third paragraph is space for your Executive Director to provide a quote about your event. The quote should not only applaud the work of the event and the agency's partnerships, but also how this event is working to create a positive impact on the specific public policy issue(s) that your agency is work on.

The fourth paragraph is space for a specific ask — how can others get involved? What needs to happen to see sexual assault decrease? What needs to happen for rape crisis centers to receive more financial support? This is a space for an action step, to define what readers need to do next.

In the last paragraph, close by stating agency values. How does your event and current public policy issues support your mission and values?

About YOUR AGENCY NAME

Include 2-3 sentences about your agency.

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