



## Sample Press Release

PREPARE

### **FOR IMMEDIATE RELEASE:**

Kids CleanUP! → *catchy title*

**May 1—Washington, DC**—We see this everyday on the way to school—trash accumulated in the streets, entering the storm drains, and heading for the open waters.

→ *compelling information*

With permission and participation from City Council member \_\_\_\_\_, over 50 dedicated members of Youth In Action and the City Council

→ *member's name*

who will clean the Meridian Hill Park in Washington, DC. They will be cleaning trash, and documenting what and how much debris is being cleaned.

→ *what*

**Date:** Tuesday, June 1 → *when*

**Time:** 9 a.m. – 3 p.m.

**Location:** Meridian Hill Park, 1550 W Street NW, Washington, DC

→ *where*

**For details, contact:** Zoe Starfish at 202-000-0000 or zoestarfish@bluemail.com

→ *contact information*

The cleanup is being conducted as part of EarthEcho International's Water Planet Challenge.

"Whether we live near a coast or hundreds of miles inland, we are all connected to the ocean. It helps provide much of the food, water, and oxygen we need to survive," said Philippe Cousteau, co-founder and CEO of EarthEcho International. Marine debris is more than just an eyesore—it is one of the most pervasive issues currently facing our rivers, lakes, beaches, and the ocean from the quality of our drinking water to the health of our communities to the hazards imposed on our wildlife and even our economy. Most of the items found littering the ocean—cigarette butts, beverage containers, bags, car parts, and household appliances—come as a result of activities that take place on land. "Although marine debris is one of the most challenging of problems, it is also one of the most preventable."

→ *compelling quote*