## ­­­­­**FOR IMMEDIATE RELEASE**

<Insert date the release goes out>
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**<Insert a eye catching title, something that will spark interest and make the media want to read more e.g. Local kids are On the Move!>**

**<Insert city name>** – <*The release should fit on 1 page using several short 2-3 sentence paragraphs. The first paragraph should contain a couple of general statements about what the overall issue is and then tying it back to the current activity. Always highlight the local perspective.*

*E.g.* “Many kids in Simcoe and Muskoka don’t get enough physical activity. Finding ways to use active transportation (biking, scooting, skateboarding, walking, running) to and from school is one way to get kids on the move. Local students at XX elementary school are taking to the streets to show people how much fun active transportation can be!”

<*In the second & third paragraph provide a quote from someone involved in the event you are promoting and a follow up statement.*

 *E.g*. “Parents have told us they experience barriers to allowing their kids to walk to school” says SMDHU PHN [add name]. “We are doing this event today to help parents share their concerns and learn about what the school community is doing to help overcome those barriers.”

School community members include public health staff, municipalities and parents. All of us have an important role to play to help make active school travel possible.>

<*Provide a couple of short paragraphs to describe the project (On the Move local projects, 17 schools participating in SM, the grant providing the funding, what your school has been doing, what the grant money will accomplish in your school etc*.>

<*Finish off the release with a few important statistics about your issue and try and make them as local as possible*. “60% of students at XX Elementary School are driven to and from school and only 10% walk on a daily basis,” said [Joe Smith], Principal at the school. “With so many students being driven it also means more traffic congestion in and around the school and increased air pollution in our community. We are trying to change people beliefs and attitudes about walking or biking to school in order to make our school community safer and healthier for everyone”.

<*Include information on where people can go to learn more about active school travel and the project (SMDHU website, GCC website etc.)*

 For more information, visit <insert website> or call <insert contact name and number>

[Sample Press Release (Launch Event)](../../MediaLaunch/ASTPressRelease_Oct2_Final.docx)

-30-