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 **Press Release: Instructions and Template**

We encourage you to use the following template to draft a news release announcing your grant from the Greater Lakes Region Children’s Auction. When sending the news release to your media contacts, we recommend including the text of the release in the body of the email as well as including it as an attachment (PDF preferred).

**EMAIL SUBJECT LINE:** NEWS RELEASE: [Insert Short News Release Title Here]

**FOR IMMEDIATE RELEASE**

**CONTACT:**Contact Name
Contact Title
Organization
Phone Number
Email Address

**[Insert Organization Name Here]receives grant from the Greater Lakes Region Children’s Auction to *(brief description of how the grant will be used. Ex: increase healthcare access for low-income families).***

[Insert Organization Name Here] recently received a $X,XXX grant from the Greater Lakes Region Children’s Auction. The grant will help further [Insert Organization Name Here]’s mission of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[Insert a quote from Organization’s Executive Director or other staff person here; quote should be 1-2 sentences and should address the impact of the grant on this organization and/or project]

[If desired, insert 1-2 further sentences about the program funded by the grant here]

**About [Insert Organization Name Here]:**

[Place your organization’s boilerplate here: a 2-3 sentence summary of the organization’s mission, including its website and/or phone number.]

**Please Close News Release with the GLRCA Boilerplate Below:**

**About the Greater Lakes Region Children’s Auction**

The Greater Lakes Region Children's Auction is an annual event held every December in central New Hampshire. The fundraiser made $2,100 in its first year and has come a long way with the help of countless volunteers and donors who have helped turn it into a major annual campaign. During the 39 years that the community has come together, more than $7 million has been raised for local charities, all through volunteer efforts, community donations and corporate sponsorships. Thank you, Lakes Region! For more information, please visit childrensauction.com or call 603-527-0999.

### - This signifies the end of the news release