

# PRESS RELEASE TEMPLATE Fill in the red text

YOUR LOGO HERE EXAMPLE:



YOUR ORGANIZATION/GROUP NAME  
MEDIA RELEASE

FOR IMMEDIATE RELEASE

CONTACT (not for publication)

Name: Your name, etc, here

Phone:

Email:

## NEWS HEADLINE ABOUT EVENT

example: WEEKEND ACTIVITIES HIGHLIGHT GUN SAFETY

Title of Your Exhibit/Event

1) A short description of your event and

2) why the event deserves media coverage. For example:

Every day, Americans must confront the impact of gun violence in their communities. The statistics are mind-numbing: gunfire in 2022 alone killed over 44,000 people in the U.S. In [your state #] lives were taken by gun violence in just one year. (Suggested Source for your state's statistics: EveryStat.org)

[Your organization] is collaborating with the Soul Box Project, a nationwide, community art project, to raise awareness of the gunfire epidemic. Hundreds of hand-folded and personalized paper Soul Boxes will be on display, each one holding a space for a gunfire victim with a name, an image, or a message of protest and hope.

Soul Boxes can bring solace to individuals and encourage sharing and healing within our community. (Include details specific to *your* project here.)

The event is free and open to the public. (or state otherwise)

WHERE:

(Location name, address, and room if in a larger facility. Also note specific parking for media if necessary.)

WHEN: (Dates & times)

For example:

Box folding session Friday, April 5, 7 - 9 pm.

Public viewing: April 5 - 30, 2023, weekdays 9 am - 9:30 pm, weekends 9 am - 5 pm.

WHO:

(Insert description of your organization/group.)

ABOUT:

Portland, Oregon, artist Leslie Lee created The Soul Box Project after the mass shooting in Las Vegas in October 2017. It has become a nationwide community art project designed to reveal the extent of the U.S. gunfire epidemic by creating and displaying thousands of small origami Soul Boxes as memorials for gunfire victims.

The Project displayed 200,000 Soul Boxes on the National Mall in Washington, D.C., in 2021. The exhibit, titled *This Loss We Carry*, vividly illustrated the staggering number of U.S. victims of gunfire violence, defense, accidents, and suicides in less than 3 years.

Portions of the D.C. exhibit are now being distributed – [by request and free of charge](#) – to any individual, group or organization who can use this dramatic visual to bolster their work to end gun violence.

[View a video clip about The Soul Box Project.](#)

See more photos and videos in the Soul Box Project [Press Kit](#).

FOR MORE INFORMATION, visit: [your website](#)

Our project partners ([websites of other collaborators, artists, presenters, etc.](#)) [SoulBoxProject.org](#), ...

GET INVOLVED: ([Activities related to your event](#)) For example: Visitors can fold a Soul Box and add it to the exhibit. To make a Soul Box: [download folding instructions and watch an instructional video](#).

# # #

UPCOMING EVENTS for ([your organization and/or partners](#))

([Replace these examples with events on your organization's calendar:](#))

May 7: NAMI State Conference, Reno, NV

May 10: Route 91 Strong's 24 Hours of Country Music, Las Vegas, NV

Social media tags: @SoulBoxProject, #SoulBoxProject

#ThisLossWeCarry #endgunviolence #gunviolenceawareness

# How to Distribute Your Press Release

Tips below are courtesy of



## ● Find local media contact information

- Most news organizations publish an email or phone number on their website for submitting tips on stories.
- You can also usually contact specific reporters directly. Is there a reporter you've seen on TV or read their byline in your local paper who has covered a topic relevant to our organization? Do a search. They will often share contact information on the web, or through their social media. Send a short message about your event and offer more info.
- Leverage social media. If your organization is posting about your event, tag reporters or local news organizations in the comments.

## ● Contacting Media

- If you call a news organization/newsroom, ask for the "Assignment Desk" or "Newsroom." Once connected, ask if it's a good time to talk (sometimes it's not--news is crazy!). If it *is*, plan to be QUICK. Tell them where you're calling from [your organization] about [your event] which they may want to cover. Ask who you can send additional information to (ie, your press release).

## ● When to contact news organizations

- About a week or more before your event, if time permits.
- Follow up a couple of days beforehand.
- If your event isn't the first thing in the morning, you can follow up again the morning of your event.

## Do's & Don'ts

- Do keep your email subject short and catchy
- Do keep your email message short, <100 words. Include WHY the news org and their audience should care about your press release/event. "More information below" or "upon request" before you sign off
- Don't attach your press release as an attachment. Instead, DO copy and paste the press release INTO your email
- Don't send a mass email to all your media contacts. Personal emails stand out!

**Remember:** Journalists often receive hundreds of emails every day. Many times, they may not see your email the first go around. Follow ups are essential to getting coverage!