

SAMPLE OF GENERIC PRESS RELEASE

(Adapt for your own situation.)

Contact: Your Name
Phone: Your Number
Fax: Your Fax

FOR IMMEDIATE RELEASE -- (Your Town), AZ, (Date)

MOTHEREAD[®] ARIZONA BEGINS IN (YOUR TOWN)

Parents and other children's caregivers will have the opportunity to improve both their parenting and reading skills through participation in Motherread[®] Arizona, a powerful family literacy program. This program is presented in (your town) by (your organization), and sponsored by the Arizona Humanities Council. Developed and based in Raleigh, North Carolina, Motherread[®] is now offered in more than a dozen states.

Participants will meet in a series of (give number here) discussion groups of (length) hours each, led by trained facilitators, where they will read and analyze children's books, in preparation for taking them home and reading them to their children. Motherread's unique curriculum designates 29 books for use in the adult program, some of them in Spanish, and provides lesson plans and related materials for parents. The parents will take home a book after each discussion to help establish or build their home libraries. Funding for this year of Motherread[®] Arizona is provided by Wells Fargo. Communities throughout Arizona are taking part, and there is no charge for participants.

(Add here any additional "perks" you are offering, such as refreshments, childcare, or transportation.)

(Use the last paragraph to give details about your schedule, where the discussions will be, and how people can sign up. Include contact names and telephone numbers.)

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