

Sample Press Release

The following is a fictitious sample press release, announcing that the local Domestic Violence Program is working with the County Executive to kick off Domestic Violence Awareness Month by illuminating the county office building in purple. You can use this basic format and boilerplate copy as a starting point to write a press release about your event or announcement.

FOR IMMEDIATE RELEASE: October 1, 2011

CONTACT: [Contact Person]
[Organization Name]
[Telephone Number]
[Fax Number]
[Email Address]
[Web site address]

[COUNTY] IS TURNING PURPLE TO “SHINE THE LIGHT ON DOMESTIC VIOLENCE”

City, State — The County Office Building will be bathed in purple light throughout October as [NAME OF COMMUNITY] marks Domestic Violence Awareness Month.

“It is my great pleasure to highlight the important issue of domestic violence by signing today’s proclamation and by throwing the switch to turn the floodlights on the County Office Building purple tonight. It takes a coordinated effort by all corners of the community – law enforcement, advocates, community groups, schools – to combat the scourge of domestic violence and declare that it will not be tolerated in our community,” [COUNTY EXECUTIVE NAME] said, as he/she was flanked by advocates, and law enforcement and other elected officials.

[NAME] County joins the statewide “Shine the Light on Domestic Violence” campaign, which is spearheaded by the New York State Office for the Prevention of Domestic Violence (OPDV).

The campaign encourages public, private and non-profit entities to raise awareness of the issue by embracing the color purple – the symbolic hue for domestic violence awareness – by shining purple lights on buildings or other structures in their community, wearing purple or sponsoring awareness events. In 2010, more than 270 organizations and individuals across the state participated in the Shine the Light on Domestic Violence campaign.

All New Yorkers are being asked to wear purple on October 19, 2011 to help generate discussion and awareness of domestic violence and dating abuse.

[Include quotes from relevant people, such as local politicians, a business owner who is Shining the Light, or a survivor of domestic violence (assuming it's safe)]

[NAME], the Executive Director of [DV PROGRAM NAME] said, “We are proud to stand with our leaders in local government to declare our commitment to the fight against domestic violence, in this community and throughout the State. Our agency stands by to help those in need, no matter where they are in the process, and we won’t rest until every person can feel safe in their own home.”

[NAME], the [COUNTY] District Attorney said, "This is the first year we have participated in New York State's 'Shine the Light on Domestic Violence' campaign, but it won't be our last. As our County Office Building is bathed in purple light tonight, I encourage all residents to take a moment and think about what you can do to help put an end to domestic violence in this community."

[NAME], a survivor of domestic violence, said "Being here today, seeing how many people care, inspires a deep sense of gratitude. Years ago, I was in a very dark place and some wonderful advocates help me turn my life around. Seeing the purple lights “shining a light” in the darkness feels very symbolic to me and I hope that others can find the safety and happiness that I have.”

In [NAME] County last year, [DV PROGRAM NAME] answered 2,500 hotline calls and provided 1,600 bed nights of safe emergency housing. The hotline number is [PROGRAM’S LOCAL HOTLINE NUMBER]. The statewide hotline number is 1-800-942-6906.

Information about New York State’s “Shine the Light on Domestic Violence” campaign can be found at: www.opdv.state.ny.us.

For additional information, contact: [CONTACT NAME, PHONE & E-MAIL; SAME PERSON AS “CONTACT” AT TOP OF PRESS RELEASE]

[Include a short paragraph about your and other involved organizations.]

[DV PROGRAM NAME] has been providing services to victims of domestic violence and sexual assault in [NAME] County for more than 25 years. Services include emergency shelter, case management, counseling, legal advocacy, accompaniment, youth services, safety planning and assistance with crime victims compensation claims, and a pet partnership program. Staff is available 24 hours a day, 7 days a week. All services are free and confidential.

OPDV (www.opdv.state.ny.us) provides guidance to state Executive level staff on policy and legislation; conducts statewide community outreach and public education programs; and trains professionals on addressing domestic violence in a wide array of disciplines, including child welfare, law enforcement and health care.

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FORMATTING TIPS FOR PRESS RELEASES:

If the press release continues beyond one page, put -more- at the bottom of the first page, centered.

At the top of the next page, use a short version of the press release headline, e.g.

[NAME] County is Turning Purple! (page 2)

Three pound sign or numbers symbols, centered at the end of the press release, indicates it is finished.

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