



WATER CAMPAIGN **PRESS RELEASE** TEMPLATE

DIRECTIONS: Copy and paste this press release template into a Word document and fill in the highlighted sections to create your own customized press release document. You can then attach the document in an email to send to your media contacts to publish.

FOR IMMEDIATE RELEASE

[Date: Month, Day, Year]

CHALLENGE ACCEPTED! [NAME OF SCHOOL OR COMMUNITY GROUP] JOINS GRADES OF GREEN'S GLOBAL WATER CAMPAIGN TO TACKLE LOCAL WATER ISSUES

Students from around the world tackle water conservation and water quality issues and share their solutions through leadership, creativity, and cooperation.

[CITY, STATE or COUNTRY, Month, Day, Year -]

Example: DALLAS, TX, January 20th, 2018 -

[Insert name of school or community group] has joined the Grades of Green's Fall 2018 Water Campaign! Teams of students from across the country and the globe are competing to conserve water and to protect water quality through a community-wide education and action campaign. Winning teams will be announced in mid-December.

Each participating student from [insert school name or community group] will work to tackle the issue of [insert water issue] by [insert solution]. [Insert school name or community group] will be part of a larger movement of hundreds of students across the globe who are working to address their own unique water issues. Students will inspire each other to innovate water quality and conservation solutions through virtual discussions and webinar leadership trainings. Each participating student group will create a video highlighting their students' creative ideas and environmental leadership and has the chance to win a \$1,000 education grant to go towards making their local water solution a reality.

Click here [insert hyperlink to Campaign Video] to view [insert school name or community group]'s Campaign video showcasing their project.



[Replace the photo above with your own Grades of Green Team photo; provide your own caption]

Example caption: Grades of Green Team [name of school or community group]

HOW CAN MY STUDENTS GET INVOLVED?

Any school or group of students can join Grades of Green's Campaign Program at the start of each semester. Registration for the Spring 2018 Waste Campaign begins in October 2018. Grades of Green programs are always free to students! For more resources, news, and student stories, visit www.gradesofgreen.org.

ABOUT GRADES OF GREEN

Grades of Green is an environmental education non-profit dedicated to providing parents, students and educators with fun, hands-on activities that inspire and empower students to care for the environment. Over 500,000 students and 600 schools have joined our green school movement since 2011.