



***DIRECTIONS:** Below is a sample press release form. Insert information in the spaces highlighted in [yellow]. If you'd like to invite someone from the media to write a story about your Grades of Green Program or Activity, please complete the press release template below. If you are a Grades of Green student, work with your parents and your school's Grades of Green Team to fill-out the information. Send your completed draft to your Grades of Green Mentor before submitting to anyone in the media and we will help you spread the word and provide feedback! Not sure who your Mentor is? Email it to info@gradesofgreen.org or call us at 310.607.0175! Make sure you delete these directions before submitting and... Ready... Set... Let's spread the word!

FOR IMMEDIATE RELEASE:

[enter date here]

CONTACT INFO:

Contact The Student/School Hosting This Grades of Green Activity:

[insert your first name and email address – if you are a student, please list your parent's information.]

Contact Grades of Green:

info@gradesofgreen.org | 310.607.0175

[INSERT TITLE DESCRIBING PROJECT]

PARAGRAPH I:

[City], [state], [month/day and year]. Introduce the Grades of Green Activity – What is newsworthy about this Grades of Green Activity? (Example – is it the first Activity you have taken on at your school? Is it new to your community? Did you meet your goal?) Start your lead paragraph with WHY this story is newsworthy.

PARAGRAPH II:

Where is the Activity being held? Describe yourself, your school and why this Grades of Green Activity is important to you!

PARAGRAPH III:

How will students complete the Grades of Green Activity? (Ex: by packing trash-free lunches, sorting waste for recycling and composting)

PARAGRAPH VI:

Include some statistics on the environmental benefits of the Activity: how much waste is reduced/water is saved/ energy is saved etc. Include statistics on total reductions/environmental benefits of Grades of Green Activity participants.

*Include a quote from you and your Grades of Green Mentor describing the value

of the Grades of Green Activity to the environment and to students/ the community. Call or email your Mentor to get a quote!

PARAGRAPH V:

What is the future for the Activity? How will this be continued in the coming years?

INSERT ACTIVITY PHOTO

[Add a one sentence photo caption: School name and short description of Activity]

HOW CAN MY SCHOOL GET INVOLVED WITH GRADES OF GREEN?

Any school can begin Grades of Green’s Program (always for free!) that encompasses more than 40 student-focused, eco-minded Activities, at any time. Complete instructions and materials are available at no cost to schools at www.gradesofgreen.org.

ABOUT GRADES OF GREEN

GRADES OF GREEN is an environmental education nonprofit dedicated to providing parents, students and educators with free, fun and hands-on Grades of Green Activities to inspire and empower students to care for the environment. Anyone wanting to implement sustainability programs can [register their school online](http://www.gradesofgreen.org)—at no cost—to gain access to step-by-step instructions to 40+ Grades of Green Activities, including downloadable lessons, resources, and artwork, and measure their environmental progress. Even better? Every Grades of Green school receives a one-on-one Grades of Green Mentor to mentor the school as they implement Grades of Green Activities. Join the 350,000+ students and 475+ schools in our green school movement and register [at gradesofgreen.org today!](http://www.gradesofgreen.org)

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