

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

[DATE]

Contact: *[Your name]*, *[Your phone number]*, *[Your e-mail address]*

[CITY/SCHOOL] RIF PROGRAM [LAUNCHES/CELEBRATES] READING INITIATIVE

CITY, STATE (*date*)—More than *[number]* students at *[school]* today celebrated the Reading is Fundamental (RIF[®]) *[reading motivation activity]* at *[place]*. An interactive *[program/activity/event]*, *[name of activity]* gave students an opportunity to *[describe]*.

Throughout the day, the theme of the *[school, city]* RIF event, *[e.g., “A Day at the Beach”]*, cleverly emerged in the way the children dressed—with *[describe]*—and in the books on *[theme topic]* selected for them by RIF volunteers. Like all RIF activities, *[name of activity]* culminated in a festive “Book Distribution” where children sifted through hundreds of books, shared them with their friends and ultimately chose one book to keep at no cost to them or their families.

“[Insert quote from teacher/school administrator/RIF coordinator],” said *[insert name, title]*.

The *[name of activity]* is the *[first, second, etc.]* RIF initiative this school year to help *[name of city/school]* students understand that reading is both fun and critical to success in life. Many RIF activities, such as the *[name of specific activity from event]*, highlight students’ literacy achievements and encourage them to become lifetime readers by building self-esteem and involving the most important people in their lives—parents, teachers and other children—in the learning process.

RIF brings *[number]* books to more than *[number]* children in *[name of city/state]* each year. The *[name of program]* RIF Book Program has *[number]* local volunteers who organize successful reading motivation activities and book distributions. Since starting the RIF program in *[year]*, children in *[city]* have read more than *[number]* books. Local RIF sponsors include: *[name of local business/civic sponsors]*.

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Reading Is Fundamental, Inc., prepares and motivates children to read by delivering free books and literacy resources to those families who need them most. The oldest and largest children’s and family nonprofit literacy organization in the U.S., RIF operates through 435,000 volunteers at 23,000 sites nationwide. RIF programs annually serve 5 million children of all ages, most of whom are at risk of educational failure, with a focus on those from birth to age 11. Supported by the U.S. Department of Education, corporations, foundations, community organizations, and individuals, RIF has provided more than 250 million books for children to choose and keep.