

Sample Press Release

The following is a suggested press release to share with the local media regarding your Hunger Challenge event. Mail or e-mail this information to the attention of the local news editor:



PRESS RELEASE

For Immediate Release

Local Youth Sponsor Hunger Challenge Event

CITY, STATE, DATE — Youth from the (name of your church, school, club or organization) have decided to do something about the critical issues of poverty and hunger in the world. They have vowed to stop eating – for twenty-four hours. More than (number of participants) young people and leaders will participate in a weekend Hunger Challenge sponsored by Outreach International, an international anti-poverty organization whose mission is to help the poor help themselves.

Hunger Challenge is a response to the more than 800 million people in the world who presently suffer from serious hunger and malnutrition. The activity raises funds to support the work of Outreach International in developing countries around the globe. People can make financial pledges to support the youth who participate in the fasting event. During the twenty-four hour fast, youth learn about hunger and poverty in the world through activities and games. One of the Hunger Challenge activities is a “Let’s Can Hunger” scavenger hunt. The (your group’s name) youth will be gathering non-perishable food items as a fun activity, but the food items will be donated to (name of pantry), a local food pantry located at (address).

Any young person interested in helping the poor may participate in the Hunger Challenge event by calling group leaders at (your facility’s phone number). Pledges and donations from individuals, institutions and businesses will gladly be accepted by calling the same number or stopping by (your facility) at (address) on the weekend of (date of event).

For more information about Hunger Challenge or Outreach International, visit their Web site at www.outreach-international.org or e-mail them at hunger@outreachmail.org.

For more information regarding this event, contact:

Youth Leader’s Name

Address

City, State Zip

Phone Number

E-Mail Address