

MEDIA AND PRESS

Press releases and media pitches are a great way to get the word out about NRPM in general as well as any local events or fundraisers that may be going on. We have provided a few templates for other organizations and community members to utilize. In the following pages, you can find a sample press release, a sample media pitch, and a sample media alert. We have highlighted the parts to be customized.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

NAME

PHONE

EMAIL

NAME OF ACTIVITY SPONSOR

*Commemorates National Runaway Prevention Month
by ACTIVITY*

NOVEMBER IS NATIONAL RUNAWAY PREVENTION MONTH
Annual Initiative Raises Awareness, Focuses on Solutions

CITY, STATE (DATE)—NAME OF ORGANIZATION is hosting NAME OF EVENT/ACTIVITY, TIME, DATE, LOCATION to raise awareness of youth runaway issues, and to educate the NAME OF COMMUNITY about solutions that help prevent youth from running away.

“Between 1.6 and 2.8 million youth run away in a year in the United States,” said NAME OF SPOKESPERSON. “There are youth in our community today who have either run or are thinking of leaving home. This event is a way for us to bring light to this issue and to prevent this from happen to youth in our community.”

NAME OF ORGANIZATION’s event occurs as part of November’s National Runaway Prevention Month, a national initiative sponsored by the National Runaway Safeline (NRS) and the National Network for Youth (NN4Y).

Those interested in participating in NAME OF EVENT can visit WEBSITE URL or call PHONE NUMBER. INSERT A QUOTE FROM YOUR ORGANIZATION’S LEADERSHIP AND INFORMATION ABOUT WHAT YOUR ORGANIZATION IS DOING FOR NRPM

About NAME OF ORGANIZATION: INSERT PARAGRAPH ABOUT ORGANIZATION HERE

About NRS:

The National Runaway Safeline (NRS), formerly known as the National Runaway Switchboard, established in 1971, serves as the federally-designated national communication system for runaway and homeless youth. Annually, NRS, with the support of more than 120 volunteers, makes 250,000 connections to help and hope through hotline, online and offline resources. Through its crisis hotline (1-

800-RUNAWAY) and online (1800RUNAWAY.org) services, NRS provides crisis intervention for youth, families and community members throughout the country 24 hours a day, 365 days a year. NRS also provides the free, evidence-based [Let's Talk: Runaway Prevention Curriculum](#) in English and Spanish for schools and youth-serving organizations. More than 16,000 youth have been reunited with their families through NRS' [Home Free](#) program done in collaboration with Greyhound Lines, Inc. For more information, visit [1800RUNAWAY.org](#).

About NN4Youth: The National Network for Youth, founded in 1975, is a membership organization comprised of youth-serving agencies, young people, youth workers, and youth advocates who seek to ensure that all young people can be safe and lead healthy and productive lives. The National Network focuses its work with and for youth, especially those who, because of life circumstance, disadvantage, past abuse, or prejudice, need greater opportunities and supports to become contributing members of their communities. For more information visit [nn4youth.org](#).

SAMPLE MEDIA PITCH

Below is a sample of a media pitch to your local media, encouraging reporters to write a story about NRPM during November.

Hi **NAME**,

Some of your readers may be part of a silent crisis. Between 1.6 and 2.8 million youth run away in a year – but prevention is possible and help is available for the youth that may be considering it. For your November issue, which is National Runaway Prevention Month (NRPM), I hope you will consider writing something about the runaway issue that educates your readers about solutions and the role they can play to help prevent their friends from running away. NRPM is symbolized by the color green, and is spearheaded by the National Runaway Safeline (NRS). Your readers can get involved in November by swapping out their porch light for a green one or simply letting their friends know that prevention is possible and help is available through organizations like NRS that offers the 1-800-RUNAWAY hotline and online services via [1800RUNAWAY.org](#).

Below is a little more background on **NAME OF ORGANIZATION**. If you're interested, I can share additional runaway [statistics](#) and prevention tips, as well as coordinate an interview for you with **NAME**. Just let me know how I can help with any coverage you're considering.

Warm Regards,

YOUR NAME

INCLUDE A PARAGRAPH GIVING BACKGROUND ABOUT YOUR ORGANIZATION