

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 in red.

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, established in 1971, serves as the federally-designated national communication system for homeless and runaway youth. Recognized as the oldest hotline of its kind in the world, NRS, with the support of more than 150 volunteers, handles an average of 100,000 calls annually. NRS provides crisis intervention, referrals to local resources, and education and prevention services to youth, families and community members throughout

the country 24 hours a day, 365 days a year. Over 10,000 youth have been reunited with their families through the NRS Home Free program done in collaboration with Greyhound Lines, Inc. The NRS crisis hotline is 1-800-RUNAWAY. For 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