



ALLIANCE *for the* GREAT LAKES

Adopt-a-Beach Press Release Instructions and Template

Sending a press release to local media outlets - including TV, radio, and newspapers in your area - can help you recruit volunteers and spread the word about your upcoming Adopt-a-Beach cleanup.

Follow these quick steps to create and send a press release for your event:

1 – Make a list.

Start by making a list of newspapers, radio stations, and TV stations that reach volunteers in the area near your cleanup. Don't forget about smaller outlets such as weekly newspapers, AM radio, or newspapers or radio stations run by college and university students in your area.

2 – Check media websites to figure out the best way to submit your press release.

Every media outlet has a different way to submit news items. They may have a form to fill out or simply list an email address to send press releases. If you can't easily find the best way to send your press release, you can always call or email the media outlet and ask how to submit a press release.

3 – Fill out the press release template and decide on a contact person.

Fill out the press release template with your event information. If your event has any unique details, please add them in to the template. If a reporter or editor wants to cover the story, they will need a contact person to answer questions about the cleanup event. Be sure to include contact information for your event day too (a cell phone number is best) so reporters can find you on the day of the event.

4 – Send the press release.

Send your press release to the media outlets you researched. If the media outlet has an online form, copy and paste the relevant information from the press release into the form. If you have an email address, copy and paste the press release content into the body of an email. (Sometimes attachments can be flagged as spam. Putting the press release in the body of an email ensures that it gets through.)

5 – Respond to any questions.

Sometimes editors or reporters will follow up via email with questions or to confirm information before running a story. It helps to be as prompt as possible as they are often on tight deadlines.

6 – Keep an eye out for stories!

If you're active on social media, sharing any news stories about your event is a great way to spread the word and generate excitement about your event.

Adopt-a-Beach Press Release Template

For Immediate Release - *(Day, Month, and Year)*

Adopt-a-Beach Cleanup Scheduled for *(name of beach or shoreline)* **on** *(Month, Day)*

What: *(Name of local group or individual hosting cleanup event)* is hosting a beach cleanup as part of the Alliance for the Great Lakes' Adopt-a-Beach program. Every year, about 15,000 volunteers participate in cleanups across all five Great Lakes. Volunteers remove tens of thousands of pounds of litter, most of it plastic, from Great Lakes shorelines.

When: *(Start and end time of event, day and date of event)*

Who: *(Name of local organization, business, group or individual hosting the event. Include link to group's website if available.)*

Where: *(Location of the cleanup. Include beach name, nearby street(s), town or city. Also include specific information about where you'll meet at the beach.)*

Why: Volunteers clean up litter and record their findings in the Alliance for the Great Lakes' online Adopt-a-Beach database. More than 85% of the litter volunteers remove from Great Lakes shorelines is made of plastic. In addition to keeping Great Lakes beaches and shorelines clean, Adopt-a-Beach volunteers keep tens of thousands of pounds of plastic and other litter out of the Great Lakes each year. Plastic never goes away. It just breaks up into smaller pieces called "microplastics" that end up on our water.

The data volunteers collect is added to a global dataset for researchers to use to better understand plastic pollution. Communities can also use the data to understand and address the most common types of litter found on local shorelines.

How: Joining an Adopt-a-Beach event is easy and open to everyone. To join the event, volunteers can sign up online at: *(Insert event registration link)*

To find out more about the Alliance's Adopt-a-Beach program, visit www.greatlakes.org/adoptabeach

For more information about this event contact: *(Local contact's name)* *(Contact's phone/email)*