

The purpose of a press release is to generate media coverage for your organization’s participation in NCVRW and other events throughout the year. Edit the sample press release to reflect specific issues in your community and to highlight activities, events, and commemorations.

Make sure to share the release with your contacts and local media, but don’t forget to post it to your own website, link to it on Facebook, and tweet the link as well. Use this opportunity to generate exposure for your organization, highlight issues related to your mission, and position your spokesperson as an expert in the field. For best results, distribute your release at least 10 days prior to your event. Use the lead time to follow up with reporters and partner organizations, identify spokespeople, answer questions, and create media materials for each important event.

5 Elements of a Noteworthy Press Release

- Craft an attention-grabbing headline.
- Include the main point in the first paragraph and be sure to address who, what, when, where, and why.
- Use relevant statistics.
- Incorporate a strong quotation to engage your reader.
- Include contact information and additional resources.



SUPPORT VICTIMS. BUILD TRUST. ENGAGE COMMUNITIES.

Sample Press Release

FOR IMMEDIATE RELEASE

[Date]

[Name/Title/Organization]

CONTACT

[Phone Number]

[Email]

[Your City/Organization] Commemorates National Crime Victims' Rights Week, April 18–24, 2021

[Customize subheading to highlight local events, activities, partnerships, key issues, etc.]

[City, State] – [Organization's name], in commemoration of National Crime Victims' Rights Week (NCVRW), April 18–24, 2021, is hosting [list special events or activities] to raise awareness about crime victims' issues and rights and introduce the community to the important resources and services available.

The faces of crime victims are those of our family, friends, neighbors, and community members. According to the most recent National Crime Victimization Survey from the Bureau of Justice Statistics, 1.2 million people were victims of violent crime excluding simple assault in 2019, a significant decrease from the year before. Now is the time to redouble our efforts so that victimization continues to decline and fewer and fewer *[Americans, or residents of your city/state]* become victims of crime.

[Your city/organization] will commemorate the advancement of victims' rights and highlight issues surrounding victimization by holding *[insert description of event, date, time, and venue]*. *[Your city/organization]* is also honoring *[name, title]* and *[name, title]*, champions in advocating for expanded support and services for communities affected by crime.

The Office for Victims of Crime (OVC) leads communities throughout the country in their annual observances of NCVRW by promoting victims' rights and honoring crime victims and those who advocate on their behalf. This year's theme—*Support Victims. Build Trust. Engage Communities.*—celebrates the contributions that we all can make toward building trust in our community's capacity to support the healing journeys of crime victims. Trust is collective as well as individual, so we are honoring both the individual victims in our community and the groups engaged in building networks of understanding and support.

[Include a quote from a recognized leader or official in your community/organization about the importance of NCVRW in your community.]

For additional information about this year's NCVRW and how to assist victims in your own community, please contact *[organization]* at *[telephone number]* or visit *[organization]*'s website at *[web address]*. For additional ideas on how to support victims of crime, visit OVC's website at www.ovc.ojp.gov.

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[Your organization's mission statement/boilerplate]

SUPPORT VICTIMS. BUILD TRUST. ENGAGE COMMUNITIES.

