

## PRESS RELEASE



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.

### ***Five 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.



## Sample Press Release

FOR IMMEDIATE RELEASE

[Date]

[Name/Title/Organization]

CONTACT

[Phone Number]

[Email]

### **[Your City/Organization] Commemorates National Crime Victims' Rights Week, April 24–30, 2022**

[City, State] – [Organization's name], in commemoration of National Crime Victims' Rights Week (NCVRW), April 24–30, 2022, 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.

Crime victims are our family, friends, neighbors, and community members. While we can never truly understand the depth of their trauma and the impact on their lives, we can ensure that equitable, inclusive, culturally appropriate, and gender-responsive services are available to help them. By enforcing victims' rights, expanding access to services, and upholding principles of equity and inclusivity for all, we can enable crime victims to find the justice they seek, in whatever form that might take.

[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] for their tireless advocacy on behalf of communities that have been 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—Rights, access, equity, for all victims— spotlights victim service organizations' best practices to reach all victims and help them forge new healing pathways.

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

OVC and [your local organization] encourage widespread, but safe, participation in the week's virtual and in-person events. OVC will host the annual National Crime Victims' Service Awards Ceremony in Washington, DC, to honor outstanding individuals and programs that serve victims of crime.

For additional information about this year's NCVRW and how to assist crime 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 all victims of crime, visit OVC's website at [www.ovc.ojp.gov](http://www.ovc.ojp.gov).

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[Your organization's mission statement/boilerplate]



**RIGHTS, ACCESS, EQUITY, for all victims**

Help crime survivors find their justice.