

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.



Survivor Voices

Elevate. Engage. Effect Change.

Sample Press Release

[Your city/organization] commemorates National Crime Victims' Rights Week April 23–29, 2023

[City, State] — [Organization's name] is commemorating National Crime Victims' Rights Week from April 23–29, 2023 by hosting [list special events or activities].

According to a **report from the Bureau of Justice Statistics**, in 2021, there were more than 4.6 million violent victimizations and 11.7 million property crimes, the latest year for which such information is available. [Insert any relevant local statistics here.]

[Insert a quote from the leader of your organization or another appropriate representative about the need for listening to victims and supporting them at every step of the criminal justice process and beyond.]

The federal Office for Victims of Crime (OVC) leads communities throughout the country in their annual observances of National Crime Victims' Rights Week by raising awareness of victims' rights and honoring crime victims and those who advocate on their behalf. This year's theme is **"Survivor Voices: Elevate. Engage. Effect Change."** Partner organizations are committed to engaging with victims of crime; learning from their lived experiences; amplifying their voices; and fostering an environment where they are heard, believed, and supported.

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

During NCVRW 2023, [Your city/organization] will share information about victims' rights and resources and underscore the importance of listening to survivors' voices in every space where decisions are made that could impact them 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.

We encourage participation in the week's virtual and in-person events. Members of the media are invited to cover [insert your local organization's events]. Interviews can also be arranged ahead of time. Contact [insert media contact information].

For additional information about this year's National Crime Victims' Rights Week and how to assist crime victims, please contact [organization] at [telephone number] or visit [organization]'s website at [web address]. For more information about how to support all victims of crime, visit OVC's website at [ovc.ojp.gov](https://www.ovc.ojp.gov).

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[Your organization's mission statement/boilerplate]

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