

Press Release

A press release aims to generate media coverage for your organization's participation in National Crime Victims' Rights Week and other events throughout the year. Edit this sample press release to reflect specific community issues and highlight activities, events, and commemorations. Share the release with your contacts and local media, but don't forget to post it on your website, link to it on social media, and share the link. Use this opportunity to generate exposure for your organization, highlight issues related to your mission, and position your spokesperson as an expert. Distribute your release at least 10 days before your event for the best results. Use the lead time to follow up with reporters and partner organizations, identify spokespeople, answer questions, and create media materials for each significant event.

Five Elements of a Noteworthy Press Release

1. Craft an attention-grabbing headline.
2. Include the main point in the first paragraph, and address who, what, when, where, and why.
3. Use relevant statistics.
4. Incorporate at least one firm quote to engage your reader.
5. Include contact information and additional resources.

Sample Press Release

[Your city/organization] honors crime victims and survivors during 2025 National Crime Victims' Rights Week.

[City, State] — [Organization Name] will commemorate National Crime Victims' Rights Week (NCVRW) from April 6–12, 2025, by hosting [insert examples of events/activities].

This year's NCVRW theme—Connecting <KINSHIP> Healing—recognizes that shared humanity drives vital connections to services, rights, and healing. KINSHIP is where victim advocacy begins.

This annual observance challenges us to build a world where every connection built through KINSHIP — between survivors, advocates, and communities — holds the potential to heal. It asks us to ensure that resources are available to all survivors and that we show up for one another with empathy and intention.

[Quote from organization leader or local official about supporting crime victims and survivors in your community.]

[Organization Name] will commemorate NCVRW 2025 with the following events:

- [List events and activities with dates, times, and locations]
- [Include registration information if applicable]

These events are open to the public and members of the press. Please contact [Name] at [phone/email] to arrange interviews or discuss coverage opportunities. Media kits are available upon request.

NCVRW began in 1981 to honor victims and survivors of crime, raise awareness of victims' rights and services and recognize the dedication of those who work with crime victims.

[Insert paragraph with local statistics, recent accomplishments, or description of services.]

For additional information about this year's NCVRW activities or our available victim services, please contact [organization name] at [phone number] or visit [website]. For more ideas on supporting crime victims, visit OVC's website at www.ovc.gov.

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[Your organization's boilerplate — a brief paragraph describing your organization's mission and work.]