



The purpose of a press release is to generate media coverage for your organization's participation in National Crime Victims' Rights Week 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 website, link to Facebook, and tweet 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.



Sample Press Release

FOR IMMEDIATE RELEASE

[Date]

[Name/Title/Agency]

CONTACT:

[Phone number]

[Email]

[Your City/Organization] Commemorates National Crime Victims' Rights Week, April 8-14

[Customize sub-heading to highlight local events, activities, partnerships, or key issues]

[City/State] – [Organization Name], in commemoration of National Crime Victims' Rights Week (NCVRW), April 8-14, 2018, 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. According to the most recent Bureau of Justice Statistics survey, victims experience more than five million violent crimes and nearly 15 million property victimizations a year.

[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 to communities affected by crime.

The Office for Victims of Crime (OVC) of the U.S. Department of Justice leads communities throughout the country in their annual observances of National Crime Victims' Rights Week by promoting victims' rights and honoring crime victims and those who advocate on their behalf. This year's theme—*Expand the Circle: Reach All Victims*—highlights how the investment of communities in crime victims expands the opportunity for victims to disclose their victimization, connect with services, and receive the support they need. The theme also acknowledges the many barriers facing victims of crime especially those with disabilities, LGBTQ victims, older adults, speakers with limited English proficiency, American Indians and Alaska Natives, and others from historically marginalized communities.

[Include a quote from a recognized leader or official about the importance of National Crime Victims' Rights Week in your community.]

OVC and *[local organization]* encourage widespread participation in the week's events and in other victim-related observances throughout the year. The U.S. Department of Justice will host OVC's annual National Crime Victims' Service Awards Ceremony in Washington, D.C., to honor outstanding individuals and programs that serve victims of crime. For additional information about this year's National Crime Victims' Rights Week and how to assist victims in your community, please contact *[agency/organization]* at *[area code/telephone number]* or visit *[agency's website]* at *[web address]*. For additional ideas on how to support victims of crime, visit OVC's website at www.ovc.gov.

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[Your Organization's Mission Statement/Boilerplate]

