



NPLD 2016 Local Media Press Release

You've sent out your media advisories and you've been pitching your event to the press. Now you need a formal press release. Write this release a week or two in advance and write it as though it is the story you want to read in the news the day after your event. Bring copies of this release to distribute to any press who attend along with your event agenda. **Email an updated version of this release (including volunteer numbers, impact numbers/details, etc.) to the press Monday morning after your event and include a photograph or two that represent the event.**

Check out the **Media Outreach Calendar** (accessible in the [Site Manager Promotional Toolkit](#)) for more media planning information and suggested timelines.

The template on the next page is your guide to creating your local press release for NPLD 2016:

{YOUR ORGANIZATION'S LETTERHEAD or LOGO}

FOR IMMEDIATE RELEASE: {DATE}

CONTACT:

{Contact Name}

{Contact Title}

{Contact Phone Number}

{Contact Email Address}

Volunteers at {YOUR SITE LOCATION} Joined Thousands Across the U.S. for NEEF's National Public Lands Day

Local group joins more than 200,000 volunteers for nation's largest single-day volunteer effort for public lands

{YOUR TOWN/CITY, STATE, DATE} – On Saturday, September 24, {INSERT EXPECTED or ACTUAL # of PARTICIPANTS} volunteers at {INSERT NAME OF SITE} joined hundreds of thousands of fellow Americans at public land sites across the country to give back to the lands where we play, learn, exercise, and relax in celebration of the 23rd annual National Public Lands Day (NPLD) – the nation's largest, single-day volunteer effort for public lands.

Participants at {INSERT NAME OF SITE} celebrated by {INSERT SHORT DESCRIPTIONS OF VOLUNTEER ACTIVITIES AND/OR RECREATIONAL ACTIVITIES}, resulting in {INSERT IMPACT OF ACTIVITIES AND HOW IT BENEFITS THE LAND OR COMMUNITY}.

NPLD, coordinated each year by the National Environmental Education Foundation (NEEF) with support from national sponsor Toyota Motor Sales, USA, Inc., brings together volunteers from across the country to improve and restore the lands and facilities that Americans use and enjoy every day. Each year, NPLD volunteers provide tens of millions of dollars' worth of services in one day that would otherwise take limited park staff months to accomplish. Last year, more than 200,000 Americans participated in NPLD events at more than 2,500 sites in all 50 states, Puerto Rico, and Washington, D.C.

{INSERT YOUR QUOTE ABOUT OBJECTIVES ACHIEVED AT NPLD, IMPORTANCE OF VOLUNTEERS}

At thousands of public land sites from neighborhood parks to the nation's awe-inspiring national parks, volunteers worked to maintain and build trails, remove invasive species, pick up trash, plant trees and plants, and more, to ensure our public lands continue to be beautiful places for all to enjoy. Many NPLD celebrations went beyond volunteer events, hosting recreational activities like boating, hiking, camping, concerts or picnics, and educational activities like bird watching and water quality testing. Some federal lands also used the day to continue celebrating the National Park Service centennial.

{INSERT ADDITIONAL QUOTE ABOUT YOUR OTHER NPLD EVENTS, IF HOSTING PICNICS, BBQs, NATURE WALKS OR EDUCATIONAL EVENTS, ETC.}

{INSERT: Names of local participants, including sponsor, public officials and agencies, schools, nonprofit groups, special guests, and other volunteers.}

Several federal agencies, hundreds of state, county, and city partners, and a host of nonprofit groups, participated in this annual day to celebrate something we all share: our public lands.

Through NPLD, NEEF works to connect people to public lands in their community, inspire environmental stewardship, and encourage use of public lands for education, recreation and general health. Toyota Motor Sales, USA, Inc. is the event's national sponsor, providing support and thousands of employee volunteers for the 18th consecutive year.

More information on NPLD can be found on the NEEF website at NEEFusa.org/NPLD. The public is encouraged to follow and participate in the environmental stewardship conversation on social media using the hashtag '#NPLD'.

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Photos and video of the volunteer efforts are available upon request. To set up an interview with National Public Lands Day staff or other volunteers from this year, contact NPLD@neefusa.org. For more information visit NEEFusa.org/NPLD.

ABOUT {INSERT YOUR ORGANIZATION NAME}

{INSERT YOUR ORGANIZATION BOILER PLATE INFO}

{CONTACT INFO FOR YOUR ORGANIZATION}

{Contact Name}

{Contact Title}

{Contact Phone Number}

{Contact Email Address}

ABOUT NEEF & NATIONAL PUBLIC LANDS DAY

NEEF was chartered by Congress in 1990 to partner with the EPA to advance environmental literacy nationwide. NEEF's vision is that by 2022, 300 million Americans actively use environmental knowledge to ensure the wellbeing of the earth and its people. To achieve its vision, NEEF offers science-based, unbiased information through its own communications platforms, as well as a network of trusted professionals and affinity communities that, with their relationships and credibility, amplify environmental messages to national audiences. NEEF also implements environmental education investments in areas that best connect with everyday life: health, weather + climate, and nature where we live, learn, work, and play. Now in its 23rd year, NEEF National Public Lands Day (NPLD), sponsored by Toyota Motor Sales, USA, Inc., is the nation's largest, single-day volunteer effort for public lands. Through NPLD, NEEF works to connect people to public lands in their community, inspire environmental stewardship, and encourage use of public lands for education, recreation, and general health. Learn more at NEEFusa.org – or follow NEEF on [Facebook](https://www.facebook.com/NEEFusa) (Facebook.com/NEEFusa) and on [Twitter](https://twitter.com/NEEFusa) at @NEEFusa. To contact NEEF about NPLD, please email NPLD@NEEFusa.org.