



Sample Communications Press Release

Opportunities to frame are everywhere, including in press releases. This sample release shows how applying the tested strategies helps readers engage more productively with children’s issues and explains how an organization’s work benefits the entire community.

As you read, pay attention to these features:

- Framing the grants as a community benefit and resource combats individualistic thinking about health. This frame also works to “burst” the Family Bubble—the widespread belief that parents are solely responsible for children’s outcomes.
- The opening paragraph uses the ideals *Happiness* and *Social Responsibility* to explain why the grants are important to the entire community. Using these values establishes how supporting development is a part of the common good. Also, note the multiple references to these values throughout the piece.
- The grant announcement is organized around the *Prosperity Grid* metaphor—a metaphor that frames issues like access to quality education as one of resource allocation: some kids have access to the resources they need and others don’t. The metaphor explains how resources from the grant will make their way to all community members, and how communities benefit when children have multiple opportunities to “power up.”
- The terms “building blocks” and “construction” draw on the *Brain Architecture* metaphor to explain how community resources promote healthy brain development and wellbeing.

FOR IMMEDIATE RELEASE:

Community Leaders Announce New Recipients of Healthy Environments Grants

Funding for new projects gives our youngest community members more opportunities to access Alamance's growing grid of resources.

Local Grant Makers announced the recipients of its latest round of "healthy environment" grants today in a joint effort to improve health and wellbeing in the Alamance-Burlington area. Grants will fund projects that create healthy environments for the area's youngest citizens.

"We all have a shared responsibility to make sure that children have access to opportunities to learn, build skills, and thrive," Local Grant Makers President Jane Doe said. "When kids have what they need to thrive, our communities benefit from their increased ability to contribute."

The new grants fund nonprofit and community agencies in Alamance and Burlington counties that are working to give young children in our community building blocks for lifelong health, like healthy food, safe play spaces, activities that connect them to caring adults and mentors, and local opportunities to plug in to community resources. Grants help partner organizations achieve their mission to support hope, health, and prosperity.

Funded projects include new play spaces at local child care centers, a summer lunch program that provides kids with healthy food when they are out of school, and meeting space for a mentoring program to connect youth to supportive adults. This work aims to create healthier communities through programs that promote the health and happiness of our citizens and connect them to important resources they need to thrive.

These grants are part of Local Grant Makers' Healthy Kids grant program, which improves the community by ensuring that all children have the resources they need for healthy development. "These grants look forward to the future," Doe said. "We all share a responsibility for the children of Alamance County. Making sure our children are healthy today is the best way to ensure that our county has a bright tomorrow."