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YOUR ORG’S LOGO (OPTIONAL)

**Media Contact:**

YOUR NAME, TITLE

YOUR ORGANIZATION
YOUR EMAIL AND PHONE

**Calendar Listing: [LOCALE or ORG NAME’S Youth/Kids/Teens] to Lead Global Youth Service Day [PROJECTS, CELEBRATIONS, DEMONSTRATIONS], April [11,12,13], 2014**

***Example:* Smithtown Youth to Lead Global Youth Service Day Projects, April 13, 2014**

*Young people are leading preparations for large-scale community service event*

**WHAT:** [LOCALE’S/ORGANIZATION’S] Global Youth Service Day, including [BRIEFLY MENTION SPECIFIC ACTIVITES. Example: youth-led Fun Run, healthy living fair, etc.]

[LOCALE’s] youth will join young people around the world in celebrating the **Global Youth Service Day** (GYSD). As the largest service event in the world, GYSD is celebrated in all 50 states and 135 countries. Spanning three days—April 11, 12, 13—GYSD recognizes the invaluable contributions that young people make 365 days a year. Learn more at [www.GYSD.org](http://www.GYSD.org).

**WHEN:** April XXX, 2014 *[OFFER SPECIFIC DATE AND TIME, IF AVAILABLE]*

**WHO:** Approximately [X number] youth from [LOCALE], joining with millions of youth worldwide

**WHERE:** [Specific address or description]

**Public Information [*OPTIONAL—only if available*]:** Young people who would like to get involved in [ORGANIZATION’S] Global Youth Service Day activities may [visit/contact WEB OR PHONE #]

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**TIPS FOR HOW TO USE THE GYSD CALENDAR TEMPLATE**

* This template is intended as a guide, and includes standard information about Global Youth Service Day.
* Calendar listings are especially helpful for monthly magazines, which often compile their events calendars and put their issues “to bed” months in advance. For publication in an April magazine, calendar listings should be submitted no later than mid-January.
* You may choose to modify details to suit your projects.
* Think of a calendar listing as a “Save the Date” card for media and other public constituents.
* Calendar listings are intended to be brief. When you have more to share, you can use a press release. YSA provides templates for various GYSD activities.
* Research, then send to, journalists and calendar editors who may be interested including your project in their April events listings.
* Send by email, and include a great photo of your young people engaged in service.