Press Contact First and Last Name **FOR IMMEDIATE RELEASE: xx/xx/xxxx**

Affiliate Name

Press Contact Phone Number

Press Contact Email

HEADLINE 1: SHORT, COMPELLING ONE LINER WRITTEN IN ALL CAPS EXPLAINING WHAT’S THE BIG DEAL, include action verbs tied to physical action, for example: uplift, build, capture.

SUBHEAD (OPTIONAL): *Italicized upper and lowercase one liner explaining why you should care (the emotional connection)*

INTRO PARAGRAPH:

CITY, STATE: Begin first sentence on same line as CITY, STATE. This format entails putting your most important information first. What’s happening? When is it happening? Why is it happening? Who is in charge? Where is it happening?

*[WHO: COMPANY] today announced it will [WHAT] at [WHERE] on [WHEN]. The [EVENT/ANNOUNCEMENT] will provide [BENEFIT] for [AUDIENCE].*

SECOND PARAGRAPH: Use a quote or two from an important stakeholder that discusses or celebrates the main point of the press release. Always attribute your quotes. Tell your audience who is saying what and why.

*“We’re excited that the [EVENT/ANNOUNCEMENT] provides [BENEFIT] for [AUDIENCE],” said FIRST NAME LAST NAME, JOB TITLE. “Make it easier on the media by providing a quote or statement that they may use in their coverage of your news.”*

CLOSING PARAGRAPH: Highlight the next steps your reader should take and where they can find more information, including who to contact with more questions.

*People interested in learning more about [EVENT/ANNOUNCEMENT] should contact FIRST NAME LAST NAME, or visit* [*www.website.com*](http://www.website.com)*.*

(BOILER PLATE – Always include at very end)

**About Dolly Parton’s Imagination Library**

The flagship program of The Dollywood Foundation has mailed over 150 million free books in Australia, Canada, The Republic of Ireland, United Kingdom, and the United States. The Imagination Library mails more than 1.7 million high-quality, age-appropriate books each month to registered children from birth to age five. Dolly envisioned creating a lifelong love of reading, inspiring them to dream. The impact of the program has been widely researched and results suggest positive increases in key early childhood literacy metrics. Penguin Random House is the exclusive publisher for Dolly Parton’s Imagination Library. For more information, please visit imaginationlibrary.com.

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**Sample Press Release Language**

**To encourage enrollment:**

[Affiliate Name] is encouraging children in [county/area] to register for Dolly Parton’s Imagination Library. Dolly Parton’s Imagination Library mails a free book monthly to children under the age of 5 who are enrolled in the program.

The program launched in 1995 and has promoted early childhood literacy across the world by helping children to become “reading ready” as they enter kindergarten.

"When I was growing up in the hills of East Tennessee, I knew my dreams would come true,” Parton said in a statement. “I know there are children in your community with their own dreams. They dream of becoming a doctor or an inventor or a minister. Who knows, maybe there is a little girl whose dream is to be a writer and singer. The seeds of these dreams are often found in books and the seeds you help plant in your community can grow across the world.”

[County/area] parents who enroll their children will receive a new book every month in their mailboxes free of charge.

Dolly Parton’s Imagination Library is made possible in [County/area] thanks to a [partnership between XYZ or Local Champion].

Parents can enroll their children in the program online at [http://imaginationlibrary.com](https://l.facebook.com/l.php?u=http%3A%2F%2Fimaginationlibrary.com%2F%3Ffbclid%3DIwAR2BL9lMI2_mnfC2M2jfO8DKbNRylp9bDAFAUGUCLWz7D2JX6dgP1EVuBNI&h=AT3BCuzzWxmwBZeTyJY8GMvBWc4-3SqC-bYTqG5EkQz0BOqTr_fc4YiIkRjblAbMCI1qPSnZjT3P3FqAFTcNuBNH4ltOEK9JGio0F8GwMBZkK5UDzUqoMQ6_lTDkkE8LBu5JeZw&__tn__=-UK-R&c%5b0%5d=AT09MTUri7A0FknpddHRpe4YbrLpd0oXXkimEKKbOdxV6DHpQ0s2yrw7UFVJ8zXeGzVjtXUDBCZVzUzBu8LKap83IqAPmWDnyLS_KdZl3oRZ2FXrKlgW11_QFKhlfvcVHwxNAGMo7th_lYIWm6RmYYBldT1rFSYlffgbjrmS-hcpGjtEwBXNBnPII5AYNQMuTiELkvXiuxsEdgUWK0_XIaSnJZNYa_MeVYV0aDGierNAISO6LHzZwik-l_WO) or can do it in person at [businesses].

**To announce a grant received:**

**(AFFILIATE NAME) IMAGINATION LIBRARY RECEIVES $25,000 XXXX FOUNDATION GRANT**

**CITY, (DATE) –** [AFFILIATE NAME], a local affiliate of the Dolly Parton’s Imagination Library, has been awarded a $$$$$ grant from the XXXX Foundation. Grant funds will be used to purchase Imagination Library books in [County(s)] of Arkansas where the XXXX Foundation focuses its grantmaking.

[Name of leader]., title of affiliate name, stated, “QUOTE - We are honored to create a new partnership with the XXXX Foundation to put more books into the hands of underserved children. By supporting Imagination Library in [County], we can work together to help create a culture of reading for *all* children across the state.”

Every child enrolled in the Imagination Library program receives high-quality, age-appropriate books in the mail – one book per month until a child’s fifth birthday – at no cost to families.

Currently, ##### books are mailed to [County(s) Name] children each month through [Affiliate Name]. Since [Date of launch], [affiliate] has mailed a total of ##### books to children throughout [county name].

Since launching in 1995, Dolly Parton’s Imagination Library has become the world’s preeminent early childhood book gifting program. The Imagination Library mails more than 1.7 million high-quality, age-appropriate books each month to registered children from birth to age five.

The flagship program of The Dollywood Foundation has mailed well over 150 million free books in Australia, Canada, The Republic of Ireland, United Kingdom and the United States. The program’s impact has been widely researched, and results suggest positive increases in key early childhood metrics. Penguin Random House is the exclusive publisher for Dolly Parton’s Imagination Library.

For more information, visit <https://imaginationlibrary.com/>.

**[Affiliate Name] RECEIVES $xxx in GRANT /Funding from Foundation/Organization**

**City (Date) –**[Affiliate Name] has been awarded a $xxx grant from XXXX Foundation/Organization. Grant funds will be used to purchase Imagination Library books for children in [County name] County.

[Insert quote from local affiliate leader.]

Every child enrolled in the Imagination Library program receives high-quality, age-appropriate books in the mail – one book per month until a child’s fifth birthday – at no cost to families.

Parents or guardians of children under age five in [County name] County can enroll their child in Imagination Library by going to <https://imaginationlibrary.com/usa/find-my-program/>. [Local affiliate: Add contact information for online registration and/or location to access registration form].

Currently, #### Arkansas children are enrolled in Imagination Library through [Affiliate Name] operating in [County(s)] in Arkansas.

Since launching in 1995, Dolly Parton’s Imagination Library has become the world’s preeminent early childhood book gifting program. The Imagination Library mails more than 1.7 million high-quality, age-appropriate books each month to registered children from birth to age five.

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