

News Release Template

EMAIL ADDRESS

SUBJECT: **Zonta to host virtual climate change session**

Dear editor,

Attached and pasted into this email is a press release announcing that the Zonta Club of Quaboag Valley will host a virtual information session on climate change and its impact locally and globally on Monday, March 14 at 6 p.m.

Also attached is a photo of guest speaker Ollie Perrault of Easthampton, a 15-year-old climate change activist.

Thank you for your consideration of this material.

FOR IMMEDIATE RELEASE

For more information, contact:

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The Zonta Club of Quaboag Valley to Host Virtual Information Session
Young climate activist from Easthampton to speak on Monday, March 14 at 6 p.m.

BELCHERTOWN—The Zonta Club of Quaboag Valley will host a virtual information session on climate change and its impact locally and globally on Monday, March 14 at 6 p.m.

Ollie Perrault, a 15-year-old climate activist and youth climate leader of Easthampton will be the guest speaker. She has been working with other local climate action organizations to spark social change since she was 11.

Perrault is a founding member of a new local youth-led climate action group, Youth Climate Action Now, that works to empower other young people to lead the next steps in the fight against the climate crisis.

The virtual meeting is free and open to the public; to receive a Zoom invitation, email info@zontaqv.org.

“Climate change is a major global crisis,” said Mary Knight, communications chair of Zonta Club of Quaboag Valley. “While Zonta International is not an environmental or disaster response organization, climate change disproportionate-

Tips on getting your release printed.

Submitting release

Address email to a specific person at the publication. If sending to multiple emails, use blind copy.

Subject line—tell them upfront what this is about.

Body – Make this easy for media editor—Headline of what’s happening, who to contact for more info and the release. Without having to open anything, the editor has Who, What, When, Where, and will be able to skim the release to learn about the Why.

Attachment—Attach the actual press release with the Zonta Club logo in the heading AND a high resolution photo (at least 300 dpi /dots per inch). Right click on picture—properties / details and look for “resolution”.

New release

Contact Info—critical. Won’t be used in article but important to Editor.

Title—What this is about

Subtitle—teaser and date

Intro—first 6-8 sentences, include Who, What, When, Where, Why and a CTA (call to action). In this case, contact us to get an invitation. All the Editor has to do is copy and paste into publication.

Body—Quotes, facts, that are compelling.

ly affects women and girls, and action is needed from a gender equality perspective.”

Across the globe, women and girls are more heavily impacted by climate change than men because women, as caregivers and food providers, are more vulnerable when flooding and drought occur, Knight said.

Even in stable regions, women can face systematic violence that escalates during periods of instability, and during extreme weather events, women are at greater risk of being injured, killed, displaced and unemployed, Knight said.

“Globally, women have less socioeconomic power than men, so it is harder for them to recover from disasters,” she added, noting the United Nations highlights that gender-sensitive responses to climate change are needed, but average female representation on negotiating bodies is well below 30 percent.

“Much of this disadvantage can be rectified through Zonta’s existing advocacy, health, education and violence eradication programs,” Knight said. “However, we need to ramp up our activities to ensure that girls are educated, child marriage is ended, gender equality gaps are closed and women are supported to take on leadership positions in the workplace, community and political spheres.”

The Zonta Club of Quaboag Valley, at www.zontaqv.org, is based in Western Mass, and is part of Zonta International, a global community that has empowered women and girls through service and advocacy for 102 years.

Zonta International is an organization pledged to empower women and girls at the global and local levels and promote justice and universal respect for human rights and fundamental freedoms, and Knight said it’s calling for action in favor of a fair and human rights-based approach to solve the crisis of climate change in the post-pandemic world and achieve greener, cleaner and equal societies.

Knight said that as a non-governmental organization with general consultative status with the Economic and Social Council of the United Nations, Zonta International will participate in the 66th session of the Commission on the Status of Women from March 14-25 in New York City. The gathering has as a priority theme: Achieving gender equality and the empowerment of all women and girls in the context of climate change, environmental and disaster risk reduction policies and programs.

To learn more about Zonta International and its mission contact info@zontaqv.org or visit www.zonta.org or www.zontadistrict1.org.

New release (continued)

Body—Quotes, facts, that are compelling.

This release is for an informational session on something that ZI has lots of substance about.

On a release about a fundraiser, include what profits will be used for and how that makes a difference in the lives of women and girls we serve.

Ending—Always include a paragraph about the local club, Zonta International and where to get more information.

In this release, we share information about an upcoming major event that ties in with the purpose of the informational session AND share the big deal regarding ZI’s role with the United Nations.