



Press Releases

TIPS: We created two versions of the press release — one is shorter in length (429) for those outlets which prefer their news in shorter segments and the other (roughly 600) provides more details about the campaign. Please send only one version to each outlet.

Please also tailor your pitches to the most relevant reporter and coordinate your activities, making sure that only one person handles the outreach and that you use only one approach with each outlet. Please do not double time reporters or their outlets by pitching to more than one person or beat. This works against your interests in getting your story told as it gives the appearance that you do not trust the reporter to do his/her job.

As you may know, some news outlets do not accept emails with attachments, so in some cases, you'll need to send the release in the body of the email.

Additionally, we created a template release which you can customize for distribution in your market. Be sure to include the mission statement and web address on all of your communiqués.



CUSTOMIZABLE RELEASE

For Immediate Release:
November 29 [OR LIST CURRENT DATE], 2007

Contact(s):
[ADD YOUR OWN CONTACT INFORMATION INCLUDING]
[NAME]
[PHONE NUMBER]
[E-MAIL ADDRESS]

[NAME OF YOUR ORGANIZATION] Joins Partnering for Children: A New National Campaign That Is Raising Awareness and Funds to Support Children with Life-Threatening Conditions and Their Families

[Name of your town] – Today, **[Name of your organization]** announced that is has joined Partnering for Children, a national awareness campaign to help get the word out about compassionate, family-centered healthcare for children with life-threatening conditions. Partnering for Children is a collaborative effort between the Children’s Hospice and Palliative Care Coalition, the National Hospice and Palliative Care Organization, and the National Hospice Foundation.

“Working together through Partnering for Children, we are making more people aware of the possibilities that exist to improve care and support for children and their families,” said Ms. Melissa Gilbert, the director, actor, producer, and activist who currently serves as board president of the Children’s Hospice and Palliative Care Coalition and is the national spokesperson for the Partnering for Children campaign. “It’s time for all of us to recognize that we can make a profound and lasting difference by joining together to bring comfort and hope to children and families when they need it most.”

Partnering for Children is reaching out to compassionate people nationwide with messages and suggested actions to raise awareness of the possibilities that exist to improve care and support for children and their families and to let families know that they are not alone on this journey.

“We are so honored to become a part of this important, national campaign,” **[said name of your spokesperson, followed by the title]**. “By joining this nationwide effort, we are helping to raise awareness about the importance of pediatric palliative care, which is dedicated to ensuring that seriously ill children and their families get the compassionate medical, emotional, and spiritual support they need to hold on to hope, whatever form it takes.”

— More —

Partnering for Children, page two

Partnering for Children is focused on engaging partners in an effort to improve healthcare for children with life-threatening conditions and increase support for their families.

Activities include:

Community Engagement

Free outreach materials and engagement strategies to engage parents and healthcare providers in efforts to raise awareness about pediatric palliative care and hospice.

Resources for Parents, Siblings and Caregivers

Free online information for families and caregivers to provide support and to help them find the services they need.

Virtual Resource Library

An online catalog of educational resources that palliative care and hospice providers can use to create or enhance their care delivery to seriously-ill children and their families.

National Media Campaign

Communication tools to engage members of the media, publicize outreach activities, raise funds and gain credibility.

[ADD LOCAL DETAILS HERE, FOR EXAMPLE] In **[name of community]** the **[name organization]** is working to **[list several activities in which your organization is participating.]**

To learn more about Partnering for Children, visit www.PartneringforChildren.org where you can:

- Join the campaign
- Access free information
- Spread the word
- Donate to the campaign
- Order an inspirational bracelet

In conclusion, **[Mr./Ms. Spokesperson]** said, "It's time for each of us to recognize that we can make a profound and lasting difference by joining together to bring comfort and hope to children and families when they need it most."

Partnering for Children is a national awareness campaign to help get the word out about compassionate, family-centered healthcare for children with life-threatening conditions. The campaign is reaching out to parents, healthcare professionals, the media and funders about the benefits of palliative care and hospice. Partnering for Children is a collaborative effort between the Children's Hospice and Palliative Care Coalition, the National Hospice and Palliative Care Organization and the National Hospice Foundation – and you. To learn more about Partnering for Children and how you can get involved, visit partneringforchildren.org.



LONGER VERSION (word count: approx 600)

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November 29 [OR LIST CURRENT DATE], 2007

Contact(s):
[ADD YOUR OWN CONTACT INFORMATION INCLUDING]
[NAME]
[PHONE NUMBER]
[E-MAIL ADDRESS]

**Partnering for Children: A New Campaign to Raise Awareness and Funds to Support
Children with Life-Threatening Conditions**

(New Orleans, LA) – Children’s Hospice and Palliative Care Coalition, the National Hospice and Palliative Care Organization, and the National Hospice Foundation announced on Thursday, November 29, Partnering for Children, a national awareness campaign to help get the word out about compassionate, family-centered healthcare for children with life-threatening conditions. The announcement was made at the National Hospice and Palliative Care Organization’s (NHPCO) 8th Clinical Team Conference by NHPCO President Dr. Don Schumacher and Ms. Melissa Gilbert, the director, actor, producer, and activist who currently serves as board president of the Children’s Hospice and Palliative Care Coalition (CHPCC).

“Working together through our Partnering for Children campaign, we can make more people aware of the possibilities that exist to improve care and support for children and their families,” said Ms. Gilbert. “It’s time for all of us to recognize that we can make a profound and lasting difference by joining together to bring comfort and hope to children and families when they need it most.”

Partnering for Children is reaching out to compassionate people nationwide with messages and suggested actions to raise awareness of the possibilities that exist to improve care and support for children and their families and to let families know that they are not alone on this journey.

“I am honored to partner with Children’s Hospice and Palliative Care Coalition,” said Dr. Schumacher. “I know that working together we can raise awareness about the importance of pediatric palliative care, which is dedicated to ensuring that seriously ill children and their families get the compassionate medical, emotional, and spiritual support they need to hold on to hope, whatever form it takes.

Ms. Gilbert, who visited yesterday with families in New Orleans added, “In an ideal world, the words ‘children’ and ‘hospice’ would never go together, but unfortunately sometimes they do and when they do, we owe children and their families compassionate, family centered care.”

— More —

Partnering for Children, page two

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SHORTER VERSION (word count 429)

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