

PROMOTING YOUR LOCAL 2012 PARENTING AWARENESS MONTH AND OTHER PARENTING ACTIVITIES

It's so important to let parents and families know how you are celebrating Parenting Awareness Month, 2012, in your community. The following format can be used as a guide to inform local media about your parenting events, activities, and resources. Remember to use organization letterhead, if available. Take to local newspapers, radio, and TV stations. List a contact who is a reliable spokesperson and available. Make follow-up telephone calls.

YOU CAN USE THE SAMPLE FORMAT BELOW:

For Immediate Release

(CURRENT DATE)

Contact: **(NAME)**
(AREA CODE/PHONE #)

(NAME OF YOUR ORGANIZATION) Celebrates
Parenting Awareness Month in (CITY OR TOWN) !

(YOUR CITY or TOWN), MI. March 2011 is Parenting Awareness Month in Michigan. As part of this state-wide effort, **(NAME OF YOUR ORGANIZATION)** will be joining hundreds of parenting groups from across Michigan to celebrate Parenting Awareness Month in **(YOUR CITY or TOWN)**.

The **(YOUR CITY or TOWN)** community plans to celebrate Parenting Awareness Month 2012 with **(LIST OF EVENTS)** or **(NAME OF EVENT)**. See the attached.

Instructions for an attachment: If complete information about your event(s) will not fit this page, provide an attachment. This could be an event, flyer, or a bulleted list of activities. List events or activities; include the date/time/place; include any unique points of interest to your community.

Parenting Awareness Month celebrates the people who raise our children, and seeks to:

- ◆ Draw public attention to the critical importance of effective parenting to raise children who grow up to be healthy, caring, contributing citizens across the lifespan.
- ◆ Raise awareness that informed and effective parenting are key factors in alcohol, tobacco, and other drug prevention.
- ◆ Promote education and resources for developing parenting skills throughout the year.
- ◆ Encourage and assist in the development of parent networks throughout Michigan.
- ◆ Promote local parenting events in March.

Groups, individuals, and organizations are encouraged to participate in the Parenting Awareness Month celebration in **(CITY or TOWN)**. For more information on how to be part of this parenting celebration, call **(NAME)** from **(ORGANIZATION)** at **(AREA CODE/PHONE NUMBER)**.

For information about Parenting Awareness Michigan and Parenting Awareness Month call:

1-800-968-4968 today or visit www.preventionnetwork.org/parenting-awareness.aspx