

**PROMOTING YOUR LOCAL 2008 PARENTING AWARENESS
MONTH AND OTHER PARENTING ACTIVITIES**

LOCAL PAM ORGANIZERS: It is important to let parents know how you are celebrating Parenting Awareness Month, 2008, in your community.

The following format can be used as a guide for informing your 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.

Please note 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 2008 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 2008 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 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 create children who grow up to be healthy, caring, contributing citizens.
- ◆ 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.