Tell your community about your partners and the great things your financial literacy education program is doing. Here are quick and easy steps for how to send a press release and promote your partners:

1. Create a list of your local school, district, city, and state news publications including newsletters, daily newspapers, television stations and Web delivered news. You can also send your news to your local Associated Press bureau.

2. Research who the contact is for each media source and preferred method for submitting a press release (e.g., email, online form, or fax) for each resource such as the editor or community relations department.

3. Revise the sample press release template available at http://uanews.org/node/25791 and customize to your needs. Personalize by inserting your own name, organization, and partner names into highlighted areas. Add some photos of your class in action or students showcasing their work.

4. Send your press release to the list of contacts identified in steps 1 & 2. Place a follow up phone call or email to ensure your press releases was received.

5. Post the press release on websites you are connected to such as your school’s website, your district office, maybe a parents’ website, your personal website or social networking site.

Here is a list of additional online resources with ideas on how to send a press release. TCAI and FEFE are not directly associated with or endorsing these sites, but have listed as additional support.

- [http://www.ap.org/pages/contact/contact_pr.html](http://www.ap.org/pages/contact/contact_pr.html)