

Month of the Young Adolescent



Customize Your Own Press Release on Month of the Young Adolescent

Could your school use a press release on Month of the Young Adolescent? We encourage you to review the attached release, localize information that is in bold type, and provide the release to newspapers and radio stations that cover your community. If you are doing anything for Month of the Young Adolescent that is especially visual, you may want to provide the release to local television stations, as well.

The release should be sent to education reporters or news editors at newspapers and to news directors at radio and television stations. It would be a good idea to provide them with the release around the end of September.

What will encourage them to use the release is local information. So please include activities that will occur at your school in celebration of Month of the Young Adolescent. Also, we encourage you to include a quote from a local principal or teacher. A sample release has been drafted for your review and adaptation.

Finally, if you are in a school system with more than one middle level school, you should coordinate the dissemination of the press release with all schools. It would not be appropriate for a newspaper to receive this release from five different schools.



Sample Press Release _____



PRESS RELEASE

For Immediate Release
September 20, 2002

For more information contact:
(Your name, phone)

Name of Your School To Celebrate Month of the Young Adolescent

Name of Your School, along with middle level schools throughout the United States, will celebrate Month of the Young Adolescent in October to draw attention to the unique needs of 10- to 15-year-olds and the ways people can support those youngsters.

The celebration was created in 1997 by National Middle School Association (NMSA) in collaboration with 31 other national educational, youth, and health organizations. Today, 41 groups, as well as NMSA's 57 affiliates, are collaborating on Month of the Young Adolescent.

"The period of early adolescence is the second most important time in a person's development and the best chance to shape a person's future," states Sue Swaim, NMSA's executive director. "It's essential that all of us—educators, parents, family members, the business community - help young adolescents succeed academically while meeting their social needs."

Month of the Young Adolescent was created to bring about greater awareness of four key concepts that will help young adolescents reach their potential:

- The importance of parents being knowledgeable about young adolescents and being actively involved in their lives;
- The understanding that healthy bodies plus healthy minds equal healthy young adolescents;
- The realization that the education young adolescents experience during this formative period of life will, in large measure, determine the future for all citizens; and
- The knowledge that every young adolescent should have the opportunity to pursue his or her dreams and aspirations, and post-secondary education should be a possibility for all.

(Name of Your School) will host a number of events during October to draw attention to the importance of this age group, **(Name of Principal or Person in Charge of Activities)** announced. "Our community has an impressive record of supporting education. It's essential, however, that all of us look at how we can develop even more support for this important age group. Helping young adolescents is an investment in our community."

Among activities at **(Name of Your School)** in celebration of Month of the Young Adolescent, will be

- A special parent meeting on supporting young adolescents, scheduled for **(date of event)**, at **(time of event)** in the school cafeteria;
- A day when business leaders can shadow students and see firsthand what happens in the classroom on **(date of event)**;
- A health fair **(date of event)**, where staff members from **(Name of Hospital)** will work with students and parents on exercise, eating habits, and health maintenance; and
- Initiation of a service project in which students at **(Name of Your School)** will implement a peer tutoring program.