



16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE
16 DÍAS DE ACTIVISMO CONTRA LA VIOLENCIA DE GÉNERO
16 JOURS D'ACTIVISME CONTRE LA VIOLENCE DE GENRE

16 يوم من مكافحة العنف القائم على النوع الاجتماعي

25 November – 10 December

<http://16dayscwgj.rutgers.edu>



Suggested Press Release Template

Include your organization's logo here

You can include your organization's contact information

Contact: Name
 Position
 Tel.: XXX-XXXX
 Email: yourname@yourorganization.org
 Website: www.yourorganization.org

Here you can include the 16 Days logo, available in 50 languages:
<http://16dayscwgj.rutgers.edu/>

FOR IMMEDIATE RELEASE

<ATTENTION-GETTING TITLE>

Note: A press release is written about a specific program, event, or issue. It answers the questions: "Who, What, Where, When, Why and How?" It is one page long, written in clear and concise sentences.

<Location> <Date> - Who? What? When? Where? Why?>

State what event is going to occur, name the organization hosting the event, and why the event is important. Include any 'attention-grabbing' information here, such as statistics, and why the initiative is relevant or important. Keep information brief, but interesting.

<Your Organization>

Provide background information about your organization on this initiative, mentioning important dates, people, themes, etc. Briefly describe your organization and any other groups that are hosting the initiative. Include a quote by someone who is part of your organization, part of the community, or someone who has benefited from the Campaign.

- You could include information from the 2015 Theme Announcement, available at: <http://16dayscwgj.rutgers.edu/2015-campaign/2015-theme>.

<Purpose?>

Explain the purpose of the event. Mention any planned or upcoming activities. State any working partnerships with other organizations. Discuss any new developments in regard to the event. Connect the event, if possible, to other current relevant issues.

- More information about the 16 Days Campaign is available in the 2015 Take Action Kit, and on the 16 Days Campaign website: <http://16dayscwgj.rutgers.edu>.

<Conclusion>

Include contact information and website links. For example, you can write: "For more information, contact or visit..."

###