

How to Write a Media Release

The media release is intended to bring awareness and attention to your event and waste diversion initiatives. This example is written to be released *after* your event is over, when you know how much waste was diverted.

Be sure to include the following items in your media release:

- At the top of the page: Title, “for immediate release”, and the date
- Subtitle
- Briefly describe your waste reduction or diversion goals
- A quote from the organizer
- Describe how you achieved your goals
- Give credit and thanks to anyone who helped you
- Quote from a participant or volunteer, if possible
- Your waste diversion results. Be clear and transparent
- Your future goals, if any
- Who to contact for more information
- A photograph, if possible.

See EXAMPLE MEDIA RELEASE on page 2 below

Media Release - EXAMPLE

* Edit or remove text highlighted in grey before using this sample document. Use all or some of the following to promote the waste minimization efforts of your event.

[NEWS RELEASE TITLE]

For Immediate Release

[Date]

[Subtitle] Event name diverts ___% of waste from the landfill.

During [event name] held [date] at [location], waste reduction was a top priority.

“We know one of the biggest environmental impacts of hosting an event is waste generation” says event organizer, _____. “And reducing as much waste as possible from our event is the easiest way to do our part”.

[Event name/organizer] set up waste sorting stations around the event to help event goers separate their waste into four categories: compost, recycling, returnables, and garbage. Each waste station was attended by a member of the event’s “Green Team ” to help educate attendees on proper waste diversion. All volunteers received multiple comments from attendees about how they appreciated the presence of someone who could help them navigate the world of disposable items. “Thank you so much!”, “I had no idea this was recyclable!”, and “It’s nice to see this being done here,” were just a few of the comments heard.

Because of this effort, ___% of the total waste collected during the event was diverted from the landfill.

Minimizing waste was a great first step towards reducing the environmental impact of this event. In the future, event organizers hope to [insert other green initiatives].

For questions about this event and its sustainability efforts, please contact the organizer at [contact info].