

FOR IMMEDIATE RELEASE

Title (Samples: 'Little Free Library' Grand Opening Celebrates Literacy, Springfield Elementary School Students Build 'Little Free Library')

[YOUR CITY, STATE] - [DATE] - Little Free Libraries are a global phenomenon. The small, front-yard book exchanges number 36,000 around the world in 70 countries — from Iceland to Tasmania to Pakistan. Now, a new Little Free Library at [YOUR STREET ADDRESS in CITY] will join the movement to share books, bring people together and create communities of readers.

[WRITE A PARAGRAPH ABOUT YOUR LFL. HERE'S A SAMPLE:] Jane and John Doe will host a grand-opening party for their Little Free Library on Saturday, June 1 from 1:00 p.m. to 3:00 p.m., open to the public. The celebration will include family-friendly activities, contests, crafts and refreshments.

[INCLUDE A QUOTE ABOUT WHY YOU'RE STARTING A LITTLE FREE LIBRARY, WHY YOU THINK IT'S IMPORTANT TO THE COMMUNITY, ETC. HERE'S A SAMPLE:] "Our Little Free Library doesn't just belong to us, it belongs to the whole city," says Jane Doe. "It's our hope that this Little Free Library will bring a little more joy, a little more connection and a whole lot more books to our community."

The Little Free Library nonprofit organization has been honored by the Library of Congress, the National Book Foundation, and the American Library Association, and *Reader's Digest* named them one of the "50 Surprising Things We Love about America." Each year, nearly 10 million books are shared in Little Free Libraries. To learn more, please visit littlefreelibrary.org.

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Contact: [YOUR NAME]

Telephone: [YOUR PHONE NUMBER]

Email: [YOUR EMAIL ADDRESS]

TIPS FOR YOUR PRESS RELEASE:

- What makes your story unique? Is it the first Little Free Library in your city? Is it serving a high-needs area with little access to books? Is it at a business or school? Does it have a crazy design?
- Include a color photo (or even a video) in your press release. According to PR Newswire, adding multimedia drives an increase in views up to 552 percent!
- Write an attention-grabbing headline. What makes your new Little Free Library newsworthy?
- Be sure to include a quote or two that are good for social media. Short and punchy is great!
- If possible, keep your press release to one page.

WHERE TO SEND YOUR PRESS RELEASE:

Send your press release to media outlets in your area, such as:

- Local, regional and national newspapers
- Magazines which specialise in your industry or area of interest
- Local and national television
- Radio
- Websites

Many media outlets have contact details on their website specifically for press releases. If they don't, send the press release to the editorial department.