

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 more than 150,000 around the world in over 100 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. *Reader’s Digest* named them one of the “50 Surprising Things We Love about America.” 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 specialize 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.