

YOUR LETTERHEAD HERE

for immediate release
(date)
contact: (Your name and phone/email)

HEADLINE in bold, centered:

EVENT AT (LOCATION) TO MARK THE BEGINNING OF THE END OF NUCLEAR WEAPONS: LOCAL RESIDENTS CELEBRATE TREATY'S ENTRY INTO FORCE

January 22, 2021, will be a historic day for nuclear weapons. On that day, at midnight, the Treaty on the Prohibition of Nuclear Weapons will enter into force, establishing in international law a categorical ban on nuclear weapons, seventy-five years after their development and first use.

The momentous occasion will be marked by actions, events, and celebrations around the globe and across the United States.

In (your town here), the members of (your group here) will mark the historic day by (your event/activity here) at (time, place).

“Right now, the Treaty does not legally apply to the United States,” said (your name), “because we have not signed or ratified it. But that does not mean we will not be feeling the moral force of the Treaty. All nuclear weapons, including the 3,900 in the US stockpile, have been declared unlawful by the international community.”

The (your activity/event) in (your town) is just one of many events happening around the country. At nuclear weapons production sites in Tennessee, Kansas City, New Mexico and California, banners declaring NUCLEAR WEAPONS ARE ILLEGAL will be hung on fences at the plant entrance. Letters will be delivered to members of Congress. University campuses that are engaged in support activities for weapons production will be asked to reconsider their activities. Churches will ring their bells.

“The entry into force of the Treaty is a turning point,” said (you or someone else from your organization). “On the one hand, it is the end of a long process to outlaw nuclear weapons. On the other hand, it is just the beginning of a new movement to confront nuclear weapons states and demand they lift the dark shadow of nuclear annihilation that has loomed over the world for the last seventy-five years.”

For more information on other activities, see the facebook page Nuclear Ban Treaty EIF and the International Campaign to Abolish Nuclear Weapons (ICAN) events page at www.icanw.org/events. For more information on local activities, contact: (name and local contact information here).

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MEDIA RELEASE TIPS

Think of your release as “helping the media person write their story.”

Almost always, lead with Who, What, Where, When, Why.

Local media are more likely to cover big (global or international stories) if they have a local angle. That’s why it is important for you to offer a good sound-bitey quote.

STANDARD FORMATTING IS HELPFUL

at the top, put the date and the release time.

if you are sending out the release in advance, you can embargo the information by writing: Embargoed. Not for release until 7:00pm, January 21, 2021. Or whenever.

next put your contact information. Name and your preferred method of contact. Phone is always good, e-mail second best.

THE HEADLINE SHOULD BE POINTED AT YOUR MAIN MESSAGE, bold and centered.

Give the basic information and then your quote.

Follow with background information or more detail about your event.

If there are places they can learn more (web sites, other people), list them near the end.

Let them know it is finished. Three centered ###s will do. Old style: center -30-.

It doesn’t hurt to repeat your contact info after the end line. You can just write, “For more information: (Your name and contact info)”