**SAMPLE PRESS RELEASE**

**How to use this template:** Fill in the relevant details about your event, including a media contact – a volunteer who is willing to field questions and be in communication with interested members of the press. Insert a brief, 2-3 sentence quote from a leader in your community about the event, and make sure you’re comfortable with that quote being published in news outlets.

Bold any names of individuals, organizations or congregations that you include. Then, copy and paste the text of the press release into the body of an email, and send it to members of your local media. Many local papers, TV and radio stations will have websites with “contact us” pages. You can also call the main phone number of any local news outlet and ask what email address the press release should be sent to. If you have questions about how to pitch your candidate forums to local press, contact the RAC’s Public Relations Manager, Jenna Galper, at jgalper@rac.org.

**---**

FOR IMMEDIATE RELEASE
*[Date*]

Media contact:
[*Name, email and/or phone here*]

**[*Congregation/Community name*] Hosts Candidate Forum for [*office, e.g. “Los Angeles School Board”*] as Part of Reform Jewish Movement’s Nonpartisan Civic Engagement Campaign**

*CITY NAME* – On *DATE, CONGREGATION/COMMUNITY* will host a forum for candidates running for [*office*] to hear from them on issues of vital importance to the Reform Jewish Community, including [*insert priority issues/main focuses of your community here*]. [*Name the candidates who are invited and/or confirmed to attend*].

WHAT: Candidate forum hosted by CONGREGATION/COMMUNITY
WHERE:
WHEN:

“[*Insert quote from a leader in your community here. The quote should be 2-3 sentences, and should answer the questions: Why is your community hosting this event? What is Jewish about civic engagement? What are you hoping to achieve?*]” said **NAME**.

This candidate forum is part of the Reform Jewish Movement’s nonpartisan campaign, **Civic Engagement: Every Congregation Counts, Every Vote Counts**, which seeks to empower all people to exercise their right to vote and ensure that Jewish voices and values are present in the public square. Reform Judaism is the largest and most diverse Jewish Movement in North America, including roughly 900 congregations and 1.5 million people. Learn more at [www.rac.org/civicengagement](http://www.rac.org/civicengagement).

###