Media Templates

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FOR IMMEDIATE RELEASE

 Quarry Club
123 5th Street
City, State

For More Information:

{INSERT Name of Local Club Contact}
{INSERT Phone Number}
{INSERT E-mail}

Quarry Club Recognize(s) Special Day of Service

{INSERT date} recognized as Kiwanis One Day—a global action day benefiting children and communities

City, State — {INSERT Date} — The Quarry Club is bringing the spirit of service alive in City by hosting {detail type of activities here} on {INSERT date}. The {INSERT Type of Event Activity, Etc.} will take place at {INSERT Time and Location}. {If inviting other community members include: All {INSERT City} community members are encouraged to come out and support this worthy cause.}

These activities are being held as part of Kiwanis One Day, a global volunteer action day uniting the entire Kiwanis family, including Kiwanis, Circle K, Key Club, Builder’s Club, Aktion Club, K-Kids and Kiwanis Junior. On this day, more than {INSERT Number} volunteers in {INSERT City} are expected to join nearly 600,000 volunteers around the world in devoting a few hours to hands-on volunteer service. Kiwanis expects that Kiwanis One Day will contribute nearly one million service hours around the world in just one day.
“We are proud to join our fellow Kiwanis family members around the globe to participate in Kiwanis One Day,” said [INSERT Name of Club Officer], [INSERT Title]. “The energy, commitment and camaraderie surrounding this single day make the experience of hands-on service even more gratifying for our members as they make an immediate, measurable impact on the [INSERT City] community.”

###
FOR MORE INFORMATION:
{Insert contact name}, {Insert contact email}, {Insert contact phone}

*****MEDIA ALERT*****

{Insert Club Name(s)} Recognize(s) Special Day of Service Through {Insert Project}

{Insert Date} recognized as Kiwanis One Day – a global action day benefiting children and communities

WHEN:
• Saturday, {insert date}, {insert time},

WHERE:
• {Insert location}

WHAT:

• The {insert club name(s)} is celebrating Kiwanis International’s newest service initiative, Kiwanis One Day, joining 600,000 other Kiwanians in a day dedicated to community service.

• The club will be {insert club activity here along with brief details}.

• Kiwanis One Day is a global volunteer action day celebrated around the world
by the entire Kiwanis International family including Kiwanis, Circle K, Key

• {If inviting other community members include: In addition to Kiwanis family
members, their friends, neighbors, spouses and children are also invited to
join members in {insert service project}.

• Over {insert number} volunteers in {insert town} are expected to join nearly
600,000 volunteers internationally in devoting {insert date} to hands-on service
projects around the community, contributing to nearly one million service hours in just one day!

INTERVIEW AND PHOTO OPPORTUNITIES:
[Insert Kiwanis spokespeople]
[Insert community/public leaders/local celebrity]
[Insert examples of active photo opportunities that will be available, such as kids helping out, adults with kids, hands-on activities, etc.]

ABOUT KIWANIS INTERNATIONAL:
Founded in 1915, Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. Kiwanis International and its service leadership programs for young people, including Circle K, Key Club, Key Leader, Builders Club, K-Kids, Kiwanis Junior and Aktion Club dedicate more than 19 million volunteer hours and invest US$100 million to strengthen communities and serve children annually. The Kiwanis International family comprises 600,000 adult and youth members and 8,600 clubs in 96 countries and geographic areas. Kiwanis members make their mark by responding to the needs of their communities and pooling their resources to address worldwide issues. Globally, Kiwanis International has focused humanitarian efforts on eliminating iodine deficiency disorders (IDD), through the Worldwide Service Project, a US$75 million campaign in partnership with UNICEF, which began in 1994. For more information about Kiwanis International, please visit www.kiwanis.org.

###
FACT SHEET: ABOUT THE DAY

- The {insert year} annual Kiwanis One Day will take place on {insert date}. Kiwanis One Day will unite Kiwanis family members from around the globe and their communities in a dedicated day of action devoted to hands-on community service projects.
- Kiwanis One Day was created to unite the Kiwanis family and their communities in the spirit of service and camaraderie to make an immediate and measurable impact on communities around the world.
- The special day of service is an annual event that will seek to secure participation from the 600,000 Kiwanis family members involved in Kiwanis, Circle K, Key Club, Builder’s Club, Aktion Club, K-Kids and Kiwanis Junior in more than 90 countries around the world.
- Kiwanis members in communities around the world will identify local community service projects that are relevant to their area and local needs.
  - For example, activities might include anything from rebuilding villages, constructing classrooms and organizing community talent shows to raking leaves, cleaning up parks, providing maintenance, gardening, painting, etc.

GLOBAL CONTRIBUTION

- More than 600,000 Kiwanis family members are expected to participate in service projects in their communities on Kiwanis One Day. By committing a few hours each on this dedicated day of service, Kiwanians will be contributing to more than 1 million global service hours in just one day!
- If 600,000 volunteers donate their time to communities on Kiwanis One Day, the value of their volunteer hours will represent over $17 million USD.

HOW TO PARTICIPATE

- Members of Kiwanis or the general public can get involved in Kiwanis One day by signing up at [insert local Web site or club contact information], and a step-by-step action plan for Kiwanis One Day can be found online at www.kiwanis.org/service/oneday/asp.
- The Web site provides information on how to form a committee, who to involve, project ideas, ways to motivate and recruit members, and incentives to get others involved.

ABOUT KIWANIS

- Kiwanis International is a global organization of volunteers dedicated to changing the world one child and one community at a time
- Kiwanis comprises 600,000 adult and youth members in 96 nations and geographic areas that serve children and communities worldwide
Kiwanis members are service-minded men and women united in their commitment to and compassion for others.

- The Kiwanis family dedicates more than 19 million volunteer hours and invests more than US$100 million annually in projects that strengthen communities and serve children.
- Kiwanians, through guidance and example, work to prepare today’s children to be tomorrow’s citizens.
- Any community need can become a Kiwanis service project, especially the needs of children.
You Are Invited…
  to Make a Difference in {Insert city/town}!

Come join the fun! Kiwanis family members from all over the world will be joining together in the spirit of service with the potential to contribute nearly one million volunteer hours in just one day!

**Objective:** To unite all Kiwanis family members in {insert city/town} to make a difference for children through hands-on service projects such as [list projects]

**Who:** Kiwanis family members are all invited to make a difference in {insert city/town}

**Media welcome to attend and take photos!**

**What:** The second annual Kiwanis One Day will take place on {insert date}. This day will unite the Kiwanis family in the spirit of service and camaraderie to make an immediate and measurable impact on communities around the world.

**Why:** [Insert event/activity and brief detail]

**When:** {Insert date}, {Insert time}

**Where:** {Insert location}
Dear {insert local public official, celebrity, business leader, community leader},

On behalf of the {insert club name(s)}, it is my pleasure to invite you to join us in celebrating the {insert year} annual Kiwanis One Day on {insert date}.

The mission of Kiwanis is to change the world one child and one community at a time. That’s why Kiwanis One Day service projects—however large or small—aim to serve both children and communities. For example, our international clubs in El Salvador are rebuilding an entire village displaced by natural disasters. In Nigeria, they are helping to construct classrooms and provide much-needed infrastructure for a local school. In Taiwan, clubs are organizing community talent shows for young children. Here in [insert city/town], we are focusing on [brief summary of activities here] as part of the day’s activities.

Kiwanis One Day was created to unite the Kiwanis family and their communities in the spirit of service and camaraderie to make an immediate and measurable impact on communities around the world. The special day of service is an annual event that will seek to secure participation from the 600,000 Kiwanis family members involved in Kiwanis, Circle K, Key Club, Builder’s Club, Aktion Club, K-Kids and Kiwanis Junior in more than 90 countries around the world. In addition to Kiwanis family members, their friends, neighbors, spouses and children are also encouraged to join in Kiwanis One Day service projects.

As you know, the {insert club name(s)} has been a positive force for the children and community members in {insert city/town} for more than {insert amount of time}. We invite you to join our service activities on Kiwanis One Day to lend your voice of support for the value of community involvement in making {insert city/town} an even better place to live.

If every Kiwanis family member across the globe contributes a few hours of service on Kiwanis One Day, we will complete nearly 1 million service hours around the world in a single day!
Please contact me at {insert contact information} for more information on how you can help us make a difference in {insert city/town} on {insert date}. I will hope to hear from you soon.

Best regards,

{insert name}
{insert title}
{insert name of Kiwanis club}
Kiwanis One Day
Word Count: approx. 349

Your Family, Your Community,
Your Chance to Make a Difference in {insert town}

Families bear the primary responsibility for teaching children so many things early in life—including the importance of giving to others. That’s why, it is important to recognize the everyday occasions to educate family members about community service. Together, families can commit to volunteering and donate their family time to shaping and improving their community.

Volunteering with community service organizations like {insert club name} helps families build a greater understanding of the importance of giving back and the difference that one person can make in the lives of others. By fostering a greater understanding of the social issues and challenges faced by others, voluntary work helps connect families to their community in a meaningful and fulfilling way.

In recognition of the significant impact volunteer service has on communities, Kiwanis International {will hold/held} its {insert year} annual “Kiwanis One Day,” a global day of community service, on {insert date}. More than 600,000 Kiwanis volunteers across the globe {will participate/participated} in this dedicated day of service in their local communities—and {will donate/donated} more than one million volunteer hours in a single day.

Here in {insert city/town}, the {insert name of club(s)} {will host/hosted} {insert detail of activities}.

The impact of such a global effort is remarkable and equates to nearly $17 million U.S. dollars\(^1\) in volunteer work, demonstrating the fact that thousands of lives are enriched by Kiwanis members and their families working together to make their communities a better place.

Community service organizations and clubs like {insert club name} help build relationships within communities and bring long-lasting and tangible benefits to members. There are so many ways for individuals and families to become involved and be a part of improving their community, including sports and recreational organizations, educational, arts and cultural, and/or social service organizations. It’s

\(^1\) Source: Independent Sector
never been easier to get on board and join others in revitalizing the {insert town} neighborhood, developing new solutions to community challenges and making the most of the area in which we live.

Name of Club Officer
Name of local Club
Phone
Email
Kiwanis One Day Opening Remarks

On behalf of the {insert club name(s)}, it is my pleasure to welcome you here and thank you for joining us in celebrating Kiwanis One Day.

Today we stand on the verge of something truly spectacular. All over the world, the Kiwanis family is joining together to change our communities for the better by doing what we know and love best of all: hands-on service.

There are more than 600,000 of us scattered throughout the globe, whether we are members of Kiwanis, Circle K, Key Club, Aktion Club, Builder’s Club, K-Kids or Kiwanis Junior. If we each contribute a few hours of service, we will complete nearly 1 million service hours around the world in a single day! And more importantly, we will be making an immediate, measurable impact on the community we serve all year long: {insert city/town}.

The mission of Kiwanis is to change the world one child and one community at a time. That’s why Kiwanis One Day service projects—however large or small—aim to serve both children and communities. For example, our international clubs in El Salvador are rebuilding an entire village displaced by natural disasters. In Nigeria, they are helping to construct classrooms and provide much-needed infrastructure for a local school. In Taiwan, clubs are organizing community talent shows for young children. Here in {insert city/town}, we are focusing on {brief summary of activities here} as part of the day’s activities.

Of course, we do invite any and all to consider joining the Kiwanis family—if you are not a member but would like to be, please see {insert contact person} for more information.
I’d like to take this opportunity to thank all those who helped organize this [event/project] including [insert names] without whose support and dedication we would not be here today.

Now let’s get out there and make a difference!


Thank you!
Taking Quality Photos

Quality photographs can help a club obtain space in local publications. Most newspapers prefer candid shots—persons *doing* things. If, for instance, your club sponsors a bike rodeo, take a shot of children riding through an obstacle course or of a member helping a child fix his bike. Show faces and emotions. Get close to the action. Make sure the sun—or other light source—is behind the camera and that faces are not lost in shadows.

Kiwanis International highly recommends that clubs obtain permission to publish images of persons who participate in their service projects.

You are encouraged to submit Kiwanis One Day photos to Kiwanis International for possible use in various publications and promotional materials. Electronic images must be at least 4-inches by 5-inches with a resolution of 300 dpi or higher. Electronic images may be e-mailed, along with details of the story to Elizabeth Warren, manager of Service Programs. (ewarren@kiwanis.org) If your local newspaper covers your Kiwanis One Day event, it may provide photos (for publication purposes) at no charge or a nominal fee. In addition, Kiwanis International is interested in any radio or television coverage used to promote Kiwanis One Day.

To submit photos to your local news media or Kiwanis International, provide this information:

Club__________________________________________________________
Contact__________________________________________________________
Phone____________________________________________________________
E-mail____________________________________________________________
Address__________________________________________________________
_________________________________________________________________
Brief description of event (200 words or less)
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________