

## RECIPE FOR A PRESS RELEASE

Fill in the blanks, add personal anecdotes for spice and polish it up a bit.  
Add B & W pictures and send to newspaper office or denominational news paper/magazine.

### PRESS RELEASE

FOR RELEASE \_\_\_\_\_  
(date)

TO: \_\_\_\_\_

FROM: \_\_\_\_\_ (contact person)

(Name/names) \_\_\_\_\_, local (title) \_\_\_\_\_

(citizen, pastor, teacher, banker, etc.) returned (date) \_\_\_\_\_ from (location) \_\_\_\_\_

after serving as a special volunteer for (number of days/weeks) \_\_\_\_\_ with Brethren Disaster Ministries

Children's Disaster Services. (Name) \_\_\_\_\_ and (#) \_\_\_\_\_ other certified child care givers

from \_\_\_\_\_ were sent to (place) \_\_\_\_\_ to work with the American

Red Cross and/or the Federal Emergency Management Agency to give assistance and relief to families in (name  
of area or community) \_\_\_\_\_ whose homes were destroyed or severely damaged by

(name of disaster) \_\_\_\_\_ on (date) \_\_\_\_\_

(If there is room, insert a paragraph of history in here. )

Temporary child care centers are organized and set up by CDS volunteers in ARC shelters or service centers.

(Name) \_\_\_\_\_ and her/his team which included \_\_\_\_\_ (names if appropriate),

operated (#) \_\_\_\_\_ Children's Disaster Services centers which cared for (#) children \_\_\_\_\_ (when)

.

*Quotation: Insert a quote about the disaster itself. "The devastation was unbelievable"...*

One small boy ..... tell a brief story.

CDS has child care givers in many states across the USA who are specially trained to be with and provide comfort to children who are traumatized by disasters. An ecumenical program, initiated by the Church of the Brethren in 1980, CDS trains persons from many walks of life and vocations who are willing to be on call to respond to the needs of children following a disaster. For more information about this program, write or call:

Brethren Disaster Ministries Children's Disaster Services  
P. O. Box 188  
New Windsor, MD 21776  
(410) 635-8734  
Associate Director  
Children's Disaster Services