**Template Press Release**

*Press releases are important tools to help raise awareness about your GLOBE event on the day of your event or shortly thereafter. They provide reporters with background information to write an original story, while other reporters will reprint your release. Be sure to issue the press release the morning of your event, preferably at the same time as the event begins. Sending the press release too early may persuade some reporters who were planning to attend your event to write a story based on the press release instead. Below is a sample press release for your reference, followed by a template press release for you to customize and issue.*

***Sample press release***

**For Immediate Release Contact:**

April 20, 2015 Jane Doe

 Jane.doe@anytown.com

 888-888-8888

**Anytown’s Students Celebrate Earth Day and GLOBE 20th Anniversary**

*Taking the classroom outside to study Wreck Pond’s water quality and Earth’s climate*

Anytown, M.D. – April 22, 2015 – Today, students at John Doe Middle School celebrate both the 20th anniversary of the international GLOBE science program and Earth Day by conducting an environmental science project in partnership with Jane Doe College. GLOBE, run by NASA and the National Science Foundation, teaches students the practices of science, while helping them learn about their local environment. John Doe and Jane Doe students are spending this Earth Day studying the content of the water in Anytown, to understand how it is affected by climate.

“It’s through John Doe’s partnership with GLOBE that we’ve been able to engage students in collaborative projects here in the Anytown community,” said Anytown Schools Superintendent Sam Smith. “But even better, GLOBE has allowed our students to learn how our local environment connects to the larger world.”

“On Earth Day we’re here to celebrate the environment, but most importantly it’s fun to see our students excited about science,” said John Doe Middle School science teacher Jeff Bartin. “What’s unique about this experience is that our students aren’t learning from books alone. They’re taking the classroom outside and getting their hands dirty, which is what real scientists do. We love that with GLOBE, we can enter the data we collect, and know that it’s going into a database used by working scientists around the world. That’s really special for our students to see.”

With the help of GLOBE’s activities and teacher trainings, John Doe Middle School’s students have been collecting water samples from Wreck Pond to test the water for containments for more than two years. Once the students collected and processed the samples, they upload the results into GLOBE’s database so scientists across the world can conduct an analysis on the region’s water quality and compare to others in the country. JDMS represents one of 112 countries and 24,000 schools diving into the practices of science including data analysis, critical thinking, collaboration and communication.

“GLOBE is inspiring all of us to think globally, but act locally,” said Anytown Mayor, Haley Bear. “When JDMS first started our GLOBE project, students found that our water was contaminated and were able to identify the source. They notified city hall to help stop the contamination, and two years later our water source has returned to normal. It’s a great achievement to celebrate on Earth Day.”

Hands-on science is a core pillar of GLOBE, which is celebrating 20 years as the worldwide pioneer in citizen science. The program is continuing to lead the way in using technology to foster collaboration around the world. GLOBE connects students, teachers, scientists and other citizens to conduct real science projects and analysis in their communities. It’s helping students in Anytown learn how their community connects the larger environment.

GLOBE is made possible through an enduring partnership between major science institutions, governments, education and research institutions, and local organizations around the world. Today, GLOBE is poised for rapid growth with the expanding interest in environmental stewardship and technological gains, enabling students and people of all ages to collect data that expands our collective knowledge of our environment and climate.

Follow Anytown’s students as they continue their work with measuring our water at [www.Anytown.org/water-project](http://www.Anytown.org/water-project). Learn how you can become more in GLOBE, visit [www.globe.gov](http://www.globe.gov)

**###**

The GLOBE Program is a science and education collaboration that provides students and the public worldwide with the opportunity to contribute meaningfully to our understanding of the global environment and climate. It connects students, teachers, scientists and other citizens from around the world to learn the practices of science through hands-on investigations in their own communities, sparking their curiosity and interest in science and other STEM fields. GLOBE is a partnership between the National Aeronautics and Space Administration (NASA) and the National Science Foundation (NSF), with support from National Oceanic and Atmospheric Administration (NOAA) and U.S. Department of State, and carried out at the local level worldwide by partner organizations, governments, teachers and students. The GLOBE Implementation Office at the University Corporation for Atmospheric Research (UCAR) implements the Program. To learn more, visit [www.globe.gov](http://www.globe.gov).

***Press release to customize***

**For Immediate Release Contact:**

April XX, 2015 [Name]

 [Email/Phone]

**[ORGANIZATION/SCHOOL]’s Students Celebrate Earth Day and GLOBE 20th Anniversary**

*“Kicker” in italics contains the secondary piece of info about the GLOBE event that is also a hook*

**[CITY/DATE] –** Today, [PLACE] students celebrated Earth Day and the GLOBE Program’s 20th anniversary by studying our local environment and climate at [SITE]. [3-4 sentences with relevant details]

Hands-on science is a core pillar of GLOBE, which is celebrating 20 years as the worldwide pioneer in citizen science. GLOBE connects students, teachers, scientists and other citizens to conduct real science projects and analysis in their communities. Best of all, GLOBE empowers students not just to learn about our environment and climate, but actually to help author what we know about the Earth.

[Quote by local leader or partner.]

[Quote from teacher or on-the-ground spokesperson.]

[Optional: Quote from student about what they value about GLOBE activities, or what they learned.]

[Description of the event that ties in GLOBE and answers: who, what, where, when, and why.]

GLOBE is helping students in [insert location] learn how their community connects the larger environment. The hope is that it will inspire them to think globally, and act locally.

GLOBE is made possible through an enduring partnership between major science institutions, governments, education and research institutions, and local organizations around the world. Follow [organization/school]’s students as they continue their work with [project] at [insert URL]. Learn how you can become more in GLOBE, visit [www.globe.gov](http://www.globe.gov)

**###**

[INSERT PARTNER OR DISTRICT BOILERPLATE, IF NEEDED]

The GLOBE Program is a science and education collaboration that provides students and the public worldwide with the opportunity to contribute meaningfully to our understanding of the global environment and climate. It connects students, teachers, scientists and other citizens from around the world to learn the practices of science through hands-on investigations in their own communities, sparking their curiosity and interest in science and other STEM fields. GLOBE is a partnership between the National Aeronautics and Space Administration (NASA) and the National Science Foundation (NSF), with support from National Oceanic and Atmospheric Administration (NOAA) and U.S. Department of State, and carried out at the local level worldwide by partner organizations, governments, teachers and students. The GLOBE Implementation Office at the University Corporation for Atmospheric Research (UCAR) implements the Program. To learn more, visit [www.globe.gov](http://www.globe.gov).