

## ***Start spreading the news....***

You've been doing great work for kids in your community and you're hoping to further your cause with some media coverage of a program, event, or another project in partnership with the Cal Ripken, Sr. Foundation. Excellent!

So, now you just need to write that media advisory and/or press release. Where do you start?

### **We're here to make your life a little easier.**

1. Use the following templates as starting points for your press release or media advisory. *The descriptions of the Cal Ripken, Sr. Foundation and Badges for Baseball program are already included!*
2. Fill in the unique details of your community's program, making sure to replace the placeholders [in brackets] with your organization's name, logo, contact information, etc.
3. Send your advisory/release out to your local media outlets.
4. Just give us a heads up, okay? Please send your program manager copies of any releases or media. *Not only do we love hearing about your incredible work, but this also helps us field any questions that may come our way.*

### **Please contact your program manager *before* reaching out to the media if...**

- this is not a typical *Badges for Baseball* partnership and you would like assistance with describing the other ways we are working together;
- you would like to send out the advisory or release from both our organizations and/or you would like to use the Cal Ripken, Sr. Foundation logo;
- or if you need further assistance.

**Thank you for all you do!**

[INSERT YOUR LOGO]

For Immediate Release

[Insert date]

**[INSERT LOCAL PARTNER] AND CAL RIPKEN, SR. FOUNDATION  
HOST [INSERT EVENT] AT [LOCATION]**

**[XX] youth participated in [brief list of activities]**

**[City, State]** — [insert your organization name] and the Cal Ripken, Sr. Foundation (CRSF) hosted [insert event] for [XX] at-risk youth on [day, month, date], at [location]. Youth from [insert community] had the opportunity to [insert event details]. [insert additional sentence on event details]

[Short paragraph on speakers and/or other activity details the event]

[include quote from your organization]

*Badges for Baseball*, the Cal Ripken, Sr. Foundation’s signature program, was developed in partnership with the U.S. Department of Justice. It is a simple concept: pair police and kids together to play and learn. The program reshapes the relationship between law enforcement and youth living in underserved communities across the country.

The cornerstone of *Badges for Baseball* is *Healthy Choices, Healthy Children*. This character education curriculum, which can also be used with other team activities, provides youth with tools to help them make positive, healthy choices for a successful and fulfilling life, teaching them lessons like respect, personal responsibility, and teamwork. These lessons are reinforced through a variety of events, including overnight summer camps, College Experience Days, and youth baseball/softball clinics.

“We are excited to continue our efforts with [insert your organization name] to bring the *Badges for Baseball* program to deserving youth in [insert city],” said Steve Salem, President and Executive Director of the Cal Ripken, Sr. Foundation. “The program connects young people with positive role models from law enforcement to teach them the importance of good decision-making and to convey important messages of respect, work ethic, leadership, and perseverance.”

[brief overview on your organization’s collaboration/history with the Cal Ripken, Sr. Foundation]

**[insert your organization’s boilerplate]**

**About the Cal Ripken, Sr. Foundation**

The Cal Ripken, Sr. Foundation uses baseball- and softball-themed programs to help build character and teach critical life lessons to underserved youth residing in America’s most distressed communities. Founded in 2001 by members of the Ripken family in memory of their patriarch Cal, Sr., the Foundation works to create programs that positively impact at-risk youth through active community partnerships with America’s most successful

youth service organizations. The Ripken Foundation uses the sports-themed programming to help teach life's important lessons such as perseverance, loyalty, nutrition, hard work and leadership to young people residing in disadvantaged communities. In 2012, the Foundation impacted more than 154,000 youth in 47 states around the country through the *Badges for Baseball* program and various Foundation initiatives.

-- [www.RipkenFoundation.org](http://www.RipkenFoundation.org) --

CONTACT:

[insert local contact information]

Individual contact name

Organization name

E-mail address

Telephone number

[INSERT YOUR LOGO]

\* \* \* MEDIA ADVISORY \* \* \*

For Immediate Release

[Insert date]

[INSERT ORGANIZATION NAME] & CAL RIPKEN, SR. FOUNDATION

TO HOST [EVENT NAME] IN [EVENT CITY] ON [DAY, DATE]

**WHAT:** [brief event description]

**WHO:** [NAME, Title/Organization]

**WHEN:** [Date]

- [Time – specific activity]

**WHERE:** [Event location]

[Address]

**WHY:** [insert organization name] is partnering with the Cal Ripken, Sr. Foundation (CRSF) to host [insert event name] in [insert community/location]. The event will be [include event details]. More than [XX] youth will come together from the surrounding community to participate in [activity]. The event aims to celebrate the Cal Ripken, Sr. Foundation's *Badges for Baseball* program, as well as healthy living.

This will be the [XX] consecutive year that [insert local partner] and the Cal Ripken, Sr. Foundation bring the *Badges for Baseball* program to at-risk youth around the [insert area].

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