**Title [something brief, catchy and straightforward]**

**CITY, Calif.,** **Date** – With the new school year about to begin, XYZ PTA is seeking new members. [Add a line about the perks of being a member, and why advocating for students is important. If you can align with something in the recent news such as the pandemic or budget cuts, even better. If you are holding a recruitment event, mention it here too.]

[Insert paragraph here about the value of PTA to the school, to children, and to parents, expanding on the intro: talk about the Member Perks program, Reflections art program, networking events, leadership training, annual convention, scholarships and grants, legislative advocacy for children, etc.]

“[Insert quote here from the PTA president or from a parent about why they love PTA and how it has benefitted them or their child.]”

[Put a call to action here that the media would be interested in: a hyperlink or email address to join, deadline, and/or recruitment event date and time.]

# # #

**About XYZ PTA:** [Insert boilerplate language describing the mission of your organization]. For more information, visit*www.XYZPTA.org*.

**MEDIA CONTACT:**

[Name of Communications Officer]

[Title]

[Email address]

[Phone number]