

**SAMPLE FOUNDERS DAY PRESS RELEASE**

*(For adaptation by units, councils, and districts)*

*Make sure to include contact info for general information, as well as (if possible) for newsworthy individuals mentioned in the press release.*

**XXXXX PTA**

**Address with zip code**

**xxx-xxx-xxxx Phone • FAX xxx-xxx-xxxx • E-mail: xxxxxxxx • web address**

**FOR IMMEDIATE RELEASE**

**Date**  
**Contact: Name**  
**Title**  
**Phone**  
**Email**

**PTA Celebrates a Powerful History of Advocacy for Children**

The XXX PTA will mark the anniversary of the founding of the National PTA by honoring local PTA leaders and their achievements at [xxx event] on Feb. XX.

The National PTA celebrates Founders Day every February, commemorating the visionary women who started the organization – then called the Congress of Mothers – in 1897, and honoring past and present PTA leaders.

"We're proud to recognize the achievements of our committed volunteers at the Founders Day (event)," said XXX, PTA Title XXX. "The work of our parent volunteers benefits all children, which is the heart of the PTA's mission."

*(If it's possible to single out two or three significant achievements, that would be ideal, especially if they're something that the local press might like to photograph or follow up on. If your PTA successfully lobbied for salad bars in the school cafeteria or Wellness Centers in high schools, helped pass a school bond or runs a child care center, mention those achievements!)*

*The PTA is the nation's oldest, largest and highest-profile volunteer organization working on behalf of public schools, children and families. The PTA motto is "Every child, one voice."*

*PTA volunteers work in their schools and communities to improve the education, health and welfare of all California children and youth. The PTA also advocates at national, state and local levels for education and family issues. The PTA is nonprofit, nonpartisan, nonsectarian, and noncommercial.*

*The mission of the California State PTA is to positively impact the lives of all children and families by representing its members and empowering and supporting them with skills in advocacy, leadership, and communication.*

*(If the public is invited to an event, mention that.)*

For more information on the PTA:

**CALIFORNIA STATE PTA** [www.capta.org](http://www.capta.org)

**NATIONAL PTA** [www.pta.org](http://www.pta.org)