**Sample Press Release**

For Immediate Release: [Date]

Contact: [Name, job title, email address and phone number]

Headline:  [INSERT LIBRARY/SCHOOL NAME] celebrates literacy and learning with its Summer Learning Program!

[INSERT LIBRARY NAME] encourages parents of youth of all ages to help their child beat the summer slide by participating in its Summer Learning Program.

Summer is a time of fun and sunshine for people of all ages. For our youth, summer is the ideal time to encourage them to maintain, as well as further develop their literacy skills. It is also a great opportunity to encourage them to visit the library regularly. For these reasons, the [Insert Library Name] is excited to launch its Summer Learning Program, which takes place [insert dates].

Through its Summer Learning Program, the [Insert Library Name] hopes to instill, as well as foster positive learning habits and long-term literacy skills among youth.

According to [Insert Librarian Name], a Librarian at the [Insert Library Name], Summer Learning Programs are important for youth to participate in because it helps mitigate the “summer slide,” which is when students lose literacy skills over the summer when their minds are not being stimulated educationally.

The summer slide, or summer learning loss as others also call it, is not a matter to be taken lightly. According to the National Summer Learning Association, research over the years shows that students typically score lower on standardized tests at the end of a summer vacation than they do on the same tests at the beginning of the summer. Moreover, a 2010 report released by Dominican University shows that students who participate in library summer learning programs score higher on standardized reading tests than those who do not participate in them.

[Insert Library Name]’s Summer Learning Program will revolve around the theme [insert theme]. A wide range of programs and events accommodating youth of all ages will be held throughout summer.

Parents of teens are highly encouraged to bring their teen to the library to participate in [Insert Library Name]’s Summer Learning Program. Some event highlights include:

* A
* B
* C
* D
* E

For more information about [Insert Library Name]’s Summer Learning Program, please contact [Insert Librarian Name] at [insert contact info].

[Insert Library Name]’s Summer Learning Program is supported [wholly or in part] by a grant from the Young Adult Library Services Association (YALSA) and the Dollar General Literacy Foundation. YALSA builds the capacity of libraries to serve teens. Learn more about YALSA at [www.ala.org/yalsa](http://www.ala.org/yalsa). The Dollar General Literacy Foundation provides assistance to organizations in implementing and expanding literacy programs for youth. Learn more about Dollar General at [www.dollargeneral.com](http://www.dollargeneral.com).