



Dear Read to Feed Leader,

Thank you for inspiring your children to help Heifer build a better world. Your students' donation will provide families with a sustainable source of food and income and possibly a chance to attend school themselves.

Enclosed is a press release template that you can use to share your school's Read to Feed experience with your local media. Complete the sections in parenthesis or just use it as a guide to write your own release about your students' experiences. Be sure to alert the media in advance of any photo opportunities that could go with their story. Additional media materials, including Heifer photos and videos, can be found at <http://heifer.mediaroom.com/>. Your media contacts can use the information on this site to further enrich their story.

Be sure to include a couple of quotes from the Read to Feed leader, school principal or other spokesperson. Here are a few examples of great quotes, feel free to use them or create your own:

"It's a program that empowers students to use their desire to learn, their natural interests and curiosities to help change the world," said (SPOKESPERSON'S NAME, TITLE). "The books challenge, entertain and encourage them, and the more books they read, the more help they can provide, the more change they can create."

"The students were so excited to look through the catalog (www.heifer.org/catalog) and to decide which (ANIMAL/item) they were going to get," said (SPOKESPERSON). They felt like they had really accomplished something very special: helping people by doing something they love—reading."

The work you do as an educator has such an enormous impact on the future of our planet. Thank you for inspiring your students to lead a life that brings hope and sustainable livelihoods to people around the world. We appreciate your efforts and hope that your children learned a lot while having fun and helping others.

Sincerely,

Beth Pierce



Media Contact

(Insert School Media Contact Information)

Beth Pierce
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Students read their way to a better world

(SCHOOL GRADE)-graders raise funds for Heifer to help families in need

(CITY, STATE), (RELEASE DATE) – (INSERT GRADE)-grade students at (SCHOOL NAME) have been busy reading books for fun and pleasure and at the same time helping end world hunger and improve the environment through Heifer International’s Read to Feed® program. The sponsored program helps students raise money for Heifer to provide livestock, seeds, trees and training to families in need around the world.

(INSERT QUOTE)

With Read to Feed, students enlist sponsors who pledge donations—a dime, a quarter, a dollar a book, any amount, really. Then they read, and as they finish more books, the pledges grow higher until at the end of the program, the children gather the pledges, pool their money and donate the total collected to Heifer to use to help families build sustainable lives and to become self-reliant.

No matter the size of the gift, the impact is great. Just \$20 buys a flock of chicks, which can provide a family protein through eggs and an income. For \$60, students can buy trees to provide fruit for a family and at the same time help protect the soil. For \$120, students can give a family a goat, which provides milk for the home and to sell for income to pay for school fees, medical care and to use to build a better, more hopeful life.

At (NAME OF SCHOOL), students raised (TOTAL DOLLARS), enough to purchase (ANIMAL[S]).

(INSERT QUOTE)

The gift will continue to grow through Heifer’s cornerstone Passing on the Gift. With this, each family agrees to share their animal’s first-born female offspring, as well as the education and training they received, with another family, multiplying the benefit. Receivers become givers and over time a community is lifted.

Through Read to Feed, not only are the children’s interests satisfied, the needs of hungry and poverty stricken families can be satisfied, too.

Read to Feed is an exciting adventure for children. Along the way, they learn many important lessons. They learn about different cultures around the world and learn the importance of using the Earth’s resources wisely. They learn the value of self-reliance. Maybe most important, they learn that they can make a difference in the world.

Heifer’s mission is to end hunger and poverty while caring for the earth. Since 1944, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer is currently working in more than 50 countries, including the United States, to help families and communities in need become more self-reliant.

For more information, visit www.heifer.org or call 1-800-696-1918.