

FOR IMMEDIATE RELEASE: **(Date)**

FOR INFORMATION, CONTACT: **(Your Name, Phone Number, and E-mail Address)**

(Your Organization Name) Says Teach Kids to Care

(Your Organization Name) is seeking businesses, civic groups, and individuals to adopt classrooms in **(Your Service Area or Town Name)**. The Adopt-a-Classroom program teaches elementary-school children to treat animals with kindness and respect.

Each \$30 tax-deductible contribution made to **(Your Organization Name)** for the Adopt-a-Classroom program provides a K-6 teacher and his or her class with a subscription to ***Kind News***. The classroom magazine features articles, activities, and puzzles that emphasize the importance of kindness and help children put basic values like compassion, responsibility, and respect into practice.

A subscription to ***Kind News*** includes five issues, throughout the school year. Each issue comes with 28 copies of the magazine and a teacher's guide. Teachers also have online access to reproducible worksheets to supplement each issue.

Kind News is acclaimed by thousands of teachers nationwide. **(Your Organization Name)** hopes to provide this valuable character education tool to as many as **(Number of Classrooms You Wish to Adopt)** classrooms in **(Your Service Area or Town Name)**.

Donors may select a specific classroom to receive ***Kind News***, or **(Your Organization Name)** can make the selection from their list of classrooms waiting to be adopted.

To make a contribution or for more information about the Adopt-a-Classroom program, please visit **(Your Organization website, if applicable)** or contact **(Your Organization Name)** at **(Phone Number)** or **(E-mail Address or Other Contact Info)**.