**MEDIA RELEASE TEMPLATE FOR P&C’S TO SEND TO LOCAL MEDIA AHEAD OF P&C DAY**

On the next page is a template media release that can be used as a template OR a guide/starting point when contacting your local media outlet (community newspaper, local radio etc.) to seek publicity ahead of P&C Day celebrations. Please feel free to add, remove or change**\*** details within the media release to personalise it to best suit the needs of your P&C.

***\*Please do not alter the survey data including financial information and volunteer hours. You may remove this data if you wish. You could also include the specific data from your P&C’s survey response from 2020.***

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**P&C LOGO/LETTERHEAD**

Media Release

**[School Name] P&C to celebrate mammoth parent contribution on WA P&C Day**

[Day xx July, 2021]

* WA P&C Day, celebrating the significant contribution of P&C Associations in WA public schools, is on Friday July 23
* [School Name] Parents and Citizens’ Association is [insert details on how your P&C will be celebrating]
* In 2020, P&Cs across Western Australia contributed $13 million and almost 400,000 volunteer hours to help their schools
* WA P&C Day 2021 coincides with the Centenary of P&C representative body WACSSO

[School Name] P&C is preparing to celebrate the third annual WA P&C Day on Friday, July 23. P&C day is a special date to recognise, appreciate and celebrate the work P&C Associations do every day to support WA Government school students and schools.

According to a WACSSO survey, P&Cs across Western Australia contributed $13 million and almost 400,000 volunteer hours to help their schools in 2020, which is an average of 608 hours and $20,328 per P&C.

Parents are children’s first educators and continue to play a vital role in their child’s educational journey. P&Cs are the main facilitator of parent involvement in WA Government schools, providing services such as the uniform shop, canteen, student social events, container deposit schemes, school banking and book club.

[School Name]Parents & Citizens Association was founded in [year] and has completed significant projects including [insert P&C project or achievement details]

[School Name] P&C will be celebrating WA P&C Day by [insert details on how your P&C will be celebrating].

2021 P&C Day is particularly special as it coincides with the Centenary of the WA Council of State School Organisations (WACSSO), the representative body for P&Cs in WA. P&Cs have P&Cs have been supporting WA schools for more than 100 years, with the first being established as early as 1916.

**Comments attributed to [School Name] P&C President, [Name]:**

Insert personal comment by President e.g:

“I am proud to be part of such a hardworking group of volunteers that works tirelessly every day to ensure our children have the best opportunities and environment in which to learn to learn.

WA P&C Day is a wonderful opportunity to acknowledge the significant contribution of parents and carers who give their time generously in many roles as part of our P&C.”

**P&C Media Contact: [Name, position, phone number]**