

SAMPLE PRESS RELEASE

FOR RELEASE: (date)

CONTACT: (name)

PHONE: (phone number)

(STORY TITLE – Be creative!)

(CITY OF EVENT) – It's time to "green your stream," it's time for Coastweeks 2009. Last year, over 1000 volunteers plucked nearly 13,450 pounds of trash from the beaches, tributaries and underwater muck along 31 miles of Lake Erie shores. Food wrappers and plastic beverage containers account for most of the trash including used auto parts, appliances and many other unwanted and peculiar items.

What makes Coastweeks great? People do. Anyone can participate in Coastweeks. Organizing one clean-up can make a difference by bringing communities together in a collaborative effort in keeping one of Ohio's most prized treasures, the Lake Erie watershed vibrant and beautiful.

This year's Coastweeks and International Coastal Cleanup day scheduled for September 19, 2009.

As part of Ohio's Coastweeks 2009 the *(name of organization)* will *(sponsor or co-sponsor)* a local *(name of event)* at *(place)* on *(date, time)*.

(Describe your event, speakers, format, fees, etc. here)

For more information on the *(name of event)*, please contact *(name of contact person-should be the same as above)* at *(number of contact person-should be the same as above)*. For information regarding statewide Coastweeks events, please contact Jill Woodyard or Linda Zmudzinski of the Ohio Lake Erie Commission office at 419/245-2514 or log on to: <http://lakeerie.ohio.gov> for up-to-the-day information.