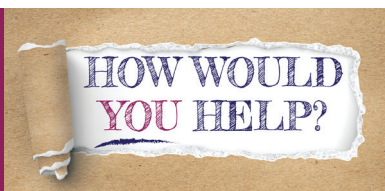


Press Release

The purpose of a press release is to generate media coverage for your organization's participation in National Crime Victims' Rights Week and other events throughout the year. Edit this sample press release to reflect specific issues in your community and to highlight activities, events, and commemorations. Make sure to share the release with your contacts and local media, but don't forget to post it to your own website, link to it on social media, and share the link as well. Use this opportunity to generate exposure for your organization, highlight issues related to your mission, and position your spokesperson as an expert in the field. For best results, distribute your release at least 10 days prior to your event. Use the lead time to follow up with reporters and partner organizations, identify spokespeople, answer questions, and create media materials for each important event.

Five Elements of a Noteworthy Press Release

- Craft an attention-grabbing headline.
- Include the main point in the first paragraph and be sure to address who, what, when, where, and why.
- Use relevant statistics.
- Incorporate at least one strong quote to engage your reader.
- Include contact information and additional resources.



**Options, services
and hope
for crime survivors.**

Sample Press Release

[Your city/organization] celebrates National Crime Victims' Rights Week April 21-27, 2024.

[City, state] — National Crime Victims' Rights Week is April 21-27, 2024. [Organization's name] is commemorating this important awareness week by hosting [list special events or activities] to encourage members of the community to learn how to help survivors.

In 2022, there were [nearly 20 million](#) crime victimizations in the United States. More than 6.6 million were the result of violent crimes, including rape or sexual assault, robbery, aggravated assault, and simple assault. Of that 6.6 million, only about 42% were reported to police. [Insert any relevant local statistics here.]

[Insert a quote from the leader of your organization or another appropriate representative about the options and services available for crime victims in your community.]

This year's National Crime Victims' Rights Week theme is **"How would you help? Options, services, and hope for crime survivors."** We must create an environment in which victims and survivors feel safe talking about what happened to them. The theme aims to ensure that everyone in a community knows where and how crime victims and survivors can find help — including friends, family members, colleagues, neighbors, service providers, or other trusted members of the community. We must *all* be prepared to offer support.

[Organization name] is proud to join the Office for Victims of Crime (OVC) and communities throughout the United States during National Crime Victims' Rights Week in raising awareness of victims' rights and honoring crime victims and their advocates.

[Include a quote from a recognized leader or official in your community/organization about the importance of NCVRW in your community.]

This National Crime Victims' Rights Week, [your city/organization] will share information about the options and services available for crime survivors by holding [insert description of event(s), date(s), time(s), and venue(s)]. [Your city/organization] is also honoring [name, title] and [name, title] for their tireless advocacy on behalf of those who have been affected by crime.

[Your city/organization]'s National Crime Victims' Rights Week events are open to the public.

Members of the media are invited to cover [insert event(s)]. Interviews can also be arranged ahead of time. Contact [insert media contact information].

For additional information about this year's National Crime Victims' Rights Week, please contact [organization name] at [phone number] or visit [website]. To learn more about how to support all victims of crime, visit the Office for Victims of Crime's website at ovc.ojp.gov.

###

[Your organization's mission statement/boilerplate]

**Options, services
and hope
for crime survivors.**

