



## **Fill-in-the-Blanks Press Release for Your In One Instant Assembly**

**For 3 or 4 weeks Before Your Event**

**\*\* Very Important \*\*** –Please be sure to check with your school administrators on rules for inviting the media to your school, before you do press outreach. Every school is different and there may well be some procedures or restrictions to follow.

On the next page is a fill-in-the-blanks Press Release about your event, just to help get you started. It includes a suggested email subject line for sending it out.

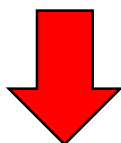
Make this press release your own, and send it to your school news media, local news outlets, local fire & law enforcement depts, mayor, and other civic leaders.

Tips -

- It's best to paste your press release right into the body of your email so people will see it immediately upon opening. Many media outlets won't open an attachment from someone they don't already know.
- It's considered 'press etiquette' not to write anything in all caps, unless it's an acronym or a normal part of your address, etc.
- If you're not sure yet of the time of your assembly, leave it out and send the press release anyway, to leave time to give the press plenty of notice. Anyone who wants to attend will RSVP and you can get back to them with the arrival time. (Tell them to arrive about 15 minutes before your event start time.)

Questions on any of this? Email us at [info@inoneinstant.org](mailto:info@inoneinstant.org) and we'll help you out!

That's about it! Press release is on the next page ...



IOI - Fill in Blanks Student Press Release

**(Suggested subject line)** Impaired and Distracted Driving Program At (insert school name)

**(Put in body of your email)**

## ***News Release***

Press contact:

(insert name)

(insert email address and/or phone #)

### **(Insert School Name) Student Leaders Bring 'In One Instant' To Campus To Prevent Number One Killer of U.S. Teens - Distracted & Impaired Driving**

(Insert City, State, & Date) – Student leaders of (insert school) will implement the In One Instant Assembly for the student body on (day of week, date, and add the time of day if you already know it. Also, if you are a member of an In One Instant partner organization, make sure to include that organization name).

The program's goal is to raise awareness and inspire prevention of distracted and impaired driving crashes, which are the greatest causes of fatalities among American teenagers.

[In One Instant](#) is an award-winning, peer-driven teen safe driving program, which empowers teens to make smart driving choices and influence their peers to do the same. It features a compelling 35-minute video with four segments. The first segment tells a heart wrenching fictional story of a group of high school students who text and drink while driving. The second is documentary-style, with gripping presentations by students about loss experiences. The third is a student delivering advice on how to stay safe while driving. The video ends with an uplifting montage set to Beyoncé singing her classic R & B ballad, "I Was Here".

(Use or Delete) Other elements the student leaders are planning for the event include:

(Use or Delete) A guest speaker, (name), who is (insert description, such as 'a survivor of a distracted driving crash' or 'a parent who lost a child to impaired driving'.)

(Use or Delete) A Demolished Car display with a roadside memorial, as a tribute to all teens who have died in distracted and impaired driving car crashes. (Use if you already know who is bringing the car) The automobile will be towed to campus courtesy of (insert name of police dept. or tow company bringing the car.)

To learn more about the highly engaging In One Instant program, [watch the trailer here](#).

For school security reasons, guests must RSVP by (insert date).

For more information and to RSVP, please email (insert email address).