



Press release

A press release is a written statement for the press and may report on a number of news items, such as scheduled events, for example. A press release is characterised by a clear structure. Often a so called “lead” follows the heading, which is highlighted in bold and often answers the six W-questions (who, what, where, when, how and why). Subsequently, the main part follows. Please briefly describe what your school plans to do on WOW-Day. The following questions may help:

- Which activities will take place?
- Which classes participate?
- Where and when will the activities take place?
- Would you like to invite visitors to the event?
- You may also want to write about how the idea for a fundraising event came into being and include a quote from a student, teacher, or director.
- In case you already know the facility which you would like to support, write about how you got to know about it and why you selected this particular institution.

At the end of the text, please indicate the number of characters, so that the recipient of the message can specifically assess its length for publication purposes. Specifying a press contact and providing information about your particular Waldorf School conclude the press release.

With the examples below, we would like to encourage you to reach out to the local press to promote your WOW-Day event. The examples can serve as an inspiration for your own text.

Further materials (WOW-Day logo, banner with slogan, flyers) for your publications can be found under “downloads” on our website: <https://www.freunde-waldorf.de/wow-day/downloads/>

Feel free to use these materials for announcements or reports on your school website.

The local press has reported on your WOW-Day event? You have written an article for the student or school newspaper? We would be grateful if you could forward your reports or articles to us under wow-day@freunde-waldorf.de.

Example 1

Students collect donations for Nepal

Spirit City, 09/09/2016. **Students of Spirit City Waldorf School dedicate their fundraising efforts towards a Waldorf School in Katmandu.**

On October 7, 2016, Spirit City Waldorf School is organising a charity run. The whole school community will meet to run for a good cause. For each completed lap, a number of local sponsors donate a fixed amount. Running will get under way at 3 pm in the schoolyard of the Waldorf School. Afterwards, the students of class 9 and 10 invite you to stay for Nepalese specialties and homemade apple juice. Subsequently, the event will end with music from the school band. The Waldorf School is looking forward to welcome new and old faces alike.

The revenues of the charity run will be forwarded to the benefit of the Shanti Sewa Griha project in Kathmandu. Last year, high school graduate Sophie Miller volunteered there through the "Friends of Waldorf Education". Inspired by the report of the former Waldorf student, the school community decided to support the Waldorf School in Nepal and organise a charity run as part of the annual "Waldorf One World Day" campaign. Shanti Sewa Griha does social work for people in Nepal who live on the margins of society: the poor, lepers and people with disabilities. Over time a Waldorf school, a kindergarten, a farm, workshops, a clinic, a soup kitchen and even two villages have emerged.

This school event takes place within the context of the international student campaign Waldorf One World Day (short "WOW-Day"). WOW-Day is a day of the year during which young people dedicate their time and effort to enable children and adolescents in difficult circumstances to gain access to Waldorf education. Many such fundraising events take place all around the world each year. The revenues are collected by the association "Friends of Waldorf Education" and passed on at 100 percent to projects in need.

No. of characters: 1,980

Press Contact „Sunshine Waldorf School“

John Doe
Baker Street 221b
Spirit City

Press Contact Friends of Waldorf Education

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„Sunshine Waldorf School“

“Sunshine Waldorf School” was founded in 1960 in Heavens Town. There, lessons started with only 30 students. In 1980 the school moved to Spirit City. Currently about 120 children and adolescents study there all the way from kindergarten through high school. For the second time the school now participates in the Waldorf One World Day campaign.

Example 2

Students of "Sunshine Waldorf School" raise funds for educational projects around the world

Spirit City, 09/09/2016. **Students of Spirit City Waldorf School dedicate their efforts towards Waldorf and social projects worldwide.**

On October 7, 2016, Spirit City Waldorf School is hosting a charity evening to support Waldorf schools all around the world. "As Waldorf teachers we want to help young people to discover their individual freedom, as well as to learn respect for and solidarity with other people," explains Wolfgang Hofmann, teacher and organiser of the charity event. The Waldorf School linked the charity evening with the upcoming monthly festival. "During these monthly events students from various classes show their classmates and parents what they are currently learning," says Hofmann, "it will be a colourful evening and we welcome new guests and old friends alike."

The proceeds will benefit Waldorf and social facilities worldwide. In most countries Waldorf schools, kindergartens and facilities for people with disabilities are not subsidised by the state. For this reason, the Waldorf School wants to help other schools that are, for example, still at the beginning of their work and need financial support in the development phase.

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