

# FOR IMMEDIATE RELEASE

**Date:** [Insert date]

**Contact:** [Name]  
[Position]  
[NGO Name]  
[Phone Number]  
[Email Address]

## **[NGO Name] Launches [New Initiative Name] to [Brief Description of Initiative Purpose]**

[City, State] - [NGO Name] is excited to announce the launch of its new initiative, [New Initiative Name], aimed at [specific goal or target group]. This initiative will [briefly describe what the initiative will do and its expected impact].

"We are dedicated to [mission statement or goal of the NGO] and believe that [insert a quote from a director or relevant figure at the NGO about the initiative]," said [Name of the individual, Position].

The launch event will take place on [insert date] at [insert location], starting at [insert time]. Attendees will have the opportunity to learn more about [New Initiative Name], engage with [describe what activities will occur], and meet the team behind this effort.

We invite all members of the community, stakeholders, and media representatives to join us in marking this crucial step toward [briefly reiterate the initiative's purpose].

For more information about [New Initiative Name], please visit [website URL] or contact us at [insert phone number or email].

## **About [NGO Name]**

[Brief description of NGO, its mission, and its previous work.]

### END ###