

Appendix C: Sample Press Release

CONTACT INFORMATION

DATE

FOR IMMEDIATE RELEASE:
May 6, 2014

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RELEASE TITLE

**New Survey: 4 in 10 Teens Have Never Thought
About Teen Pregnancy**
May 7 is the National Day to Prevent Teen Pregnancy

DATELINE CITY

(Washington, DC) Fully 39% of teens say they have never thought about what their life would be like if they were to get pregnant or cause a pregnancy, according to a new national survey released in anticipation of the annual National Day and sponsored by The National Campaign to Prevent Teen Pregnancy. In addition, 79% of adults believe that more efforts to prevent teen pregnancy are needed in their community.

Hundreds of thousands of teens nationwide are expected to participate in the 13th annual National Day to Prevent Teen Pregnancy taking place on May 7, 2014. The purpose of the National Day is to focus the attention of teens on the importance of avoiding too-early pregnancy and parenthood through an interactive online quiz.

On the National Day, teens nationwide are asked to go to www.StayTeen.org and take the National Day Quiz, which challenges them to think carefully about what they might do "in the moment" though a series of interactive scenarios. Teens are able to insert themselves and their friends directly into the quiz by creating personalized avatars (a graphical representation of the user).

The nation's teen pregnancy rate has declined 44% and the teen birth rate has declined 52% since the early 1990s. There have been impressive declines in all 50 states and among all racial/ethnic groups.

"Thanks to teens themselves, the nation's rates of teen pregnancy and childbearing are at historic lows," said Sarah Brown, CEO of The National Campaign to Prevent Teen and Unplanned Pregnancy, organizer of the National Day. "Even so, nearly three in 10 girls get pregnant by age 20 and rates of teen pregnancy in the U.S. far outpace those of other nations."

BODY COPY

BOILERPLATE LANGUAGE

About The National Campaign: The National Campaign is a private, non-profit organization that seeks to improve the lives and future prospects of children and families by preventing teen and unplanned pregnancy. More than 1,000 adults and 500 teens participated in the national telephone survey.

INDICATION OF NO ADDITIONAL COPY

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