RachelsChallenge

School Press Release Template

# Rachel's Challenge Comes to [School Name]

Fill in the highlighted items (use the Word version), then send to your local paper and TV stations about a week before your event.

For Immediate Release

Media Contact
[Contact Name] | [Phone or Email]

[CITY, State] On [Event Date], students will hear the story of Rachel Joy Scott, the first person killed in the Columbine High School shooting in 1999, and how her simple acts of kindness changed the lives of the people around her.

Rachel's Challenge is a nonprofit founded in 2001 by Rachel's parents, Darrell and Sandy Scott. Its programs help schools build safer, more connected cultures where students look out for each other. More than 35 million people have heard Rachel's story, and schools using the program have reported up to a 90% reduction in disciplinary referrals.

At the heart of the program is a line from an essay Rachel wrote weeks before her death: "I have this theory that if one person can go out of their way to show compassion, then it will start a chain reaction of the same. People will never know how far a little kindness can go."

Students will be invited to accept Rachel's five challenges: look for the best in others, dream big, choose positive influences, speak with kindness and start your own chain reaction.

**Optional:** Families and community members are invited to a free evening presentation on [Date] at [Time] at [Location]. *(Delete this paragraph if your event doesn't include a family night.)*

**Media are welcome to attend.** To arrange a visit, reach out to the media contact listed above.

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## About Rachel's Challenge

Rachel's Challenge is a 501(c)(3) nonprofit founded in 2001 by Darrell and Sandy Scott in honor of Rachel Joy Scott, the first student killed at Columbine High School in 1999. Using Rachel's life and writings, Rachel's Challenge helps K-12 schools build safer, more connected cultures through kindness and positive action. Its programs have reached more than 35 million people worldwide. Learn more at rachelschallenge.org.